JANUARY 17, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Radio's rarin' in Baltimore!

... and the BIG BARGAIN buy is still W-I-T-H

128,095 radio sets sold last year; only 48,334 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year 128,095 radio sets were added in the Baltimore area.
Now—more than ever—you get a lot for a little from W-I-T-H.

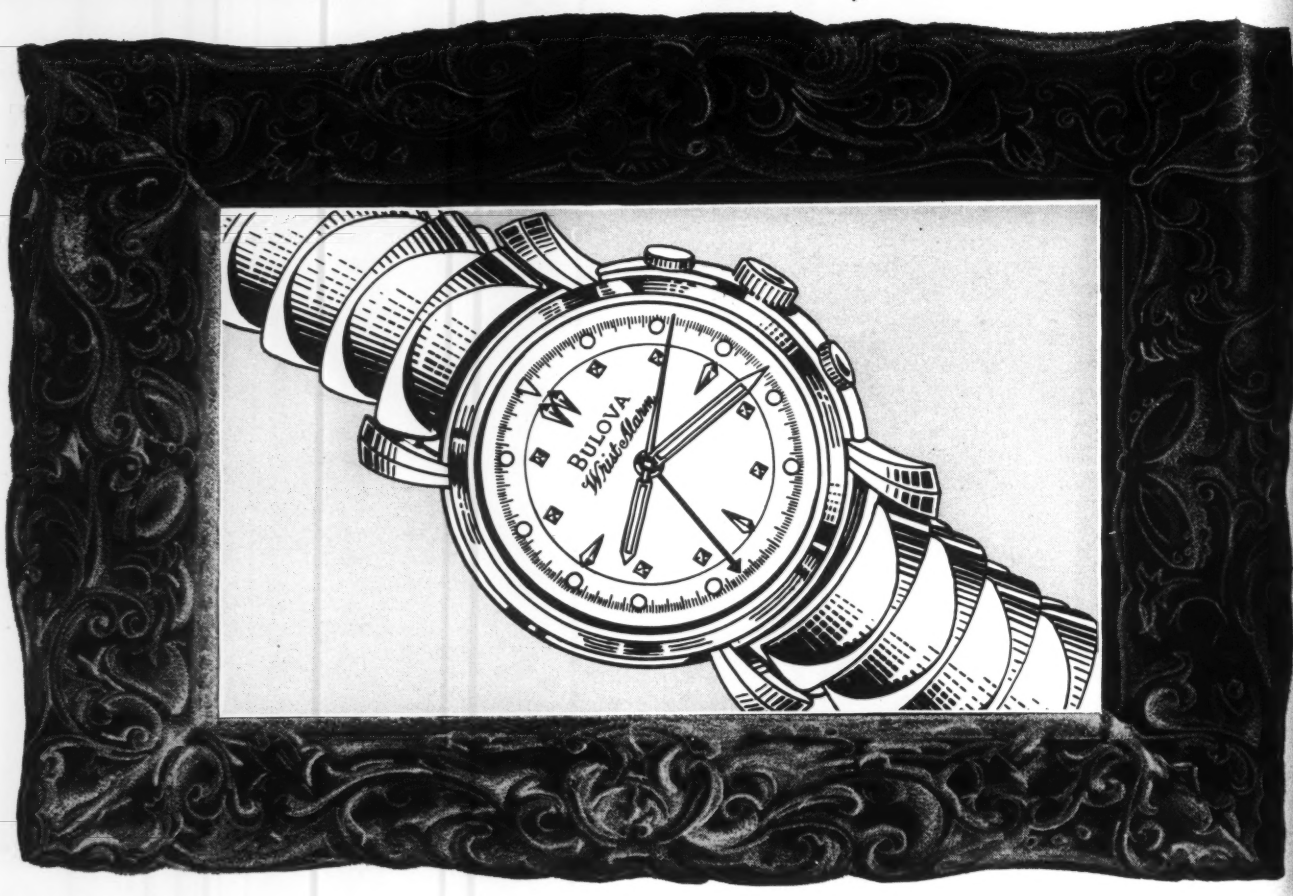
Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H, and the Baltimore market.

IN BALTIMORE
WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

24TH year



BULOVA

Traditionally in the Public Confidence . . .

Bulova's time signals on the air are familiar to millions. Equally familiar are Bulova timepieces. For more than two decades Bulova watches have been synonymous of skilled craftsmanship. Split-second accuracy and smart design proven by Bulova's wide popularity have made the public confident that to own a Bulova is to have the best. The Havens & Martin, Inc., Stations are distinguished in these same respects. Accurate programming, regulated to serve the public interest, has built a loyal and responsive audience throughout Virginia for Richmond's only complete broadcasting institution. Join with confidence the other advertisers using the First Stations of Virginia, *WMBG-AM, WCOD-FM* and *WTVR-TV*—serving one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

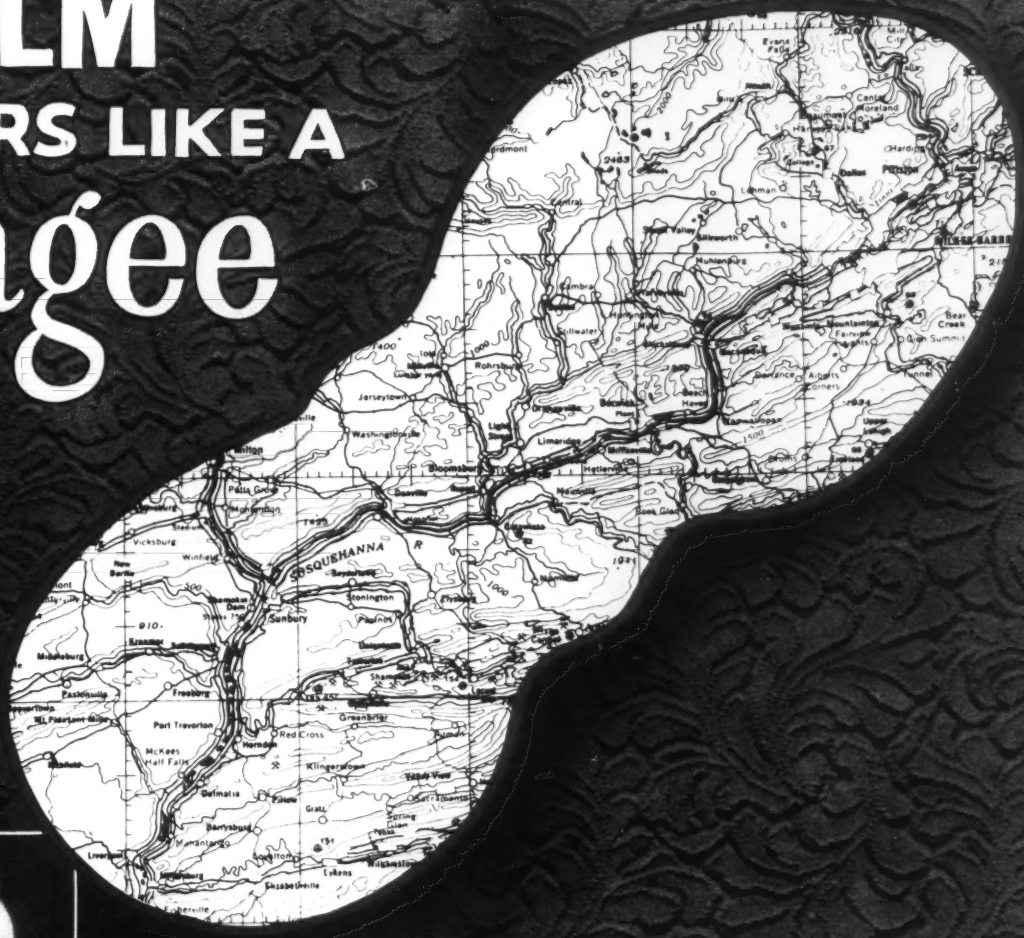
WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

VIC DIEHM Says:

WHLM WITH 500 WATTS COVERS LIKE A magee



HARRY L. MAGEE Owner and Operator

Like a foot print on the sands of time WHLM covers a quality market in Pennsylvania just as a Magee Carpet covers a quality market throughout the United States.

This rich industrial and agricultural market which produced a combined annual income of $2,090,404,000 in 1954 can only be reached adequately by WHLM RADIO with 500 Watts at 550 Kc.

A new transmitter . . . . a new antenna . . . . a new and beautiful studio . . . . and now a new Move to 550 Kc. which simply means a brand new coverage pattern to reach the greatest number of potential purchasers for your client's products in this increasingly productive Pennsylvania market.

WHOL Allentown, Pa. CBS | **WAZL** Hazleton, Pa. NBC-MBS | **WHLM** Bloomsburg, Pa. | **WIDE** Biddeford-Saco, Me. MBS-Yankee | **WVDA** Boston, Mass. ABC

(All Stations Represented by Paul H. Raymer Company)

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Super-Powered for your profit

a wonderful combination!

A *rich market* with 967,300 families who have an annual effective buying income of over five *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

closed circuit

PHILADELPHIA STORY AGAIN • Although talk of NBC-Westinghouse swap of stations had subsided, reports were current again last week that network would like to get KYW-WPTZ (TV) Philadelphia, in exchange for WTAM-AM-FM and WNBK (TV) Cleveland, throwing in bundle of cash of several million to make up difference. There was no confirmation out of NBC, and Westinghouse denied current conversations. Westinghouse paid $8.5 million to Philco for WPTZ (ch. 3) in May, 1953, and presumably isn't in trading mood after its $9,750,000 purchase of WDTV (to be KDKA-TV) Pittsburgh, closed last week.

B•T

PORTENTS of biggest spectrum fight since "upstairs-downstairs" fm battle in pre-war era seen in FCC action on "split channel" operation for vehicular radio. "Split channel" action is merely side issue, but it opens up whole question of division of spectrum between government and private services, including pressure of military for pre-emption of low vhf band (chs. 2-6). Question ultimately is whether Executive Branch (White House, through Office of Defense Mobilization) should control, wresting allocation power from FCC, or new approach through "super" board (see story, page 31).

B•T

CONGRESS IN ACT • That allocations controversy (above) may reach Congress on first bounce, probably House. Congress always has regarded licensing power as its function, delegated to FCC as an expert agency. It's doubted whether Congress will condone assumption of authority by Executive Branch, notably in light of tv allocations, hamstrung by pre-emption of desirable portions of vhf spectrum for military and other non-broadcast use by Presidential fiat.

B•T

FORMER FCC Comr. George E. Sterling, who retired last fall for health, has taken on his first consultancy—for fast-moving Northwest Radio & Television School, headquartered in Portland, Ore., and with operations in Hollywood and Chicago, plus expansion plans for East. Author of the Radio Manual, *basic communications textbook, Mr. Sterling will prepare courses and lecture on engineering for Northwest. Mr. Sterling is spending winter in Baltimore and will return to his home at Peaks Island, Me., in spring. His health is vastly improved.*

B•T

UNVEILING • Brand new recording device, developed by NARTB research unit in conjunction with tests of tv circulation measuring methods, will be unveiled to Tv Board members at next week's Florida meeting. Device records channel tuned by set to which it is attached, using sensitized paper spool. In NARTB tests of circulation-counting techniques this new device has been used to check findings of field questioners in test city. Tv Board may take final steps to launch measurement project that will show tv coverage.

B•T

JOAN RUTMAN, timebuyer, N. W. Ayer & Son, joining Grey Adv., New York, with Jeanne Nolan, Blair-Tv Co., succeeding Miss Rutman at Ayer, effective Jan. 24.

B•T

CHAIRMAN AT BAT • Confirmation hearing on Chairman George C. McConnaughey of FCC before Senate Interstate & Foreign Commerce Committee (see story, page 74) won't be held until latter January or early February because of absence of number of Senators from Washington. Mr. McConnaughey was so advised last Thursday by Chairman Magnuson (D-Wash.). It's understood practically every member of full committee wants membership on Communications Subcommittee, to be headed by Senator Pastore (D-R. I.).

B•T

LOOK FOR return of former Sen. Clarence C. Dill (D-Wash.) to Capitol Hill as consultant to Senate Interstate & Foreign Commerce Committee on matters pertaining to overall study of Communications Act, of which he was co-author. Chairman Magnuson will invite his old mentor and friend to counsel with the committee when it undertakes study of substantive law. Radio Act of 1927 (Dill-Davis Bill) was embodied in Communications Act of 1934 which Senator Dill shepherded through Senate.

B•T

MEETING OVERLOAD • One means of cutting number of meetings broadcast executives must attend will be proposed redistricting of NARTB. While NARTB has drafted maps by dozens over two-decade period, one new proposal would bracket stations into eight districts and boil down annual meeting lineup to practical proportions by blending agenda of different associations and groups.

B•T

HARRY LeBRUN, assistant manager, Crosley's WLWT (TV) Cincinnati, transfers to WLWA (TV) Atlanta as general manager. He succeeds W. P. Robinson, who returns to Cincinnati to head new sales plan unit.

B•T

TO SIT OR NOT TO SIT? Jackie Gleason, during Chicago stopover Monday on way back to New York from West Coast, "revealed" that CBS had board post for him under consideration. High CBS official Thursday iterated network stand: directorate for Gleason has not been (a) considered or (b) requested.

B•T

BECAUSE of controversy over FCC's proposal to require commercial and amateur operators to swear they have no communist ties, Commission this week may call for oral argument, said to be urged by staff. Claimed by Sen. Alexander Wiley (R-Wis.) as his brain child, FCC's proposal was criticized last year by Sen. Warren G. Magnuson (D- Wash.), who wants coordinated security setup (see story, page 78).

B•T

ONE MORE CHANCE • Lorillard (Kents) cancellation of *Father Knows Best*, which has drawn good reviews, small audiences, is conditional, giving *Father* few more weeks to do better, rating-wise, or make way for new show in same time slot for same sponsor. Diagnosis: everybody loves program except public.

B•T

WHEN WMIL Milwaukee files its application for facilities of WEMP Milwaukee (see story, page 76), it will contend that Spheeris station has given up rights in 1340 kc frequency by buying 1250 kc facilities of WCAN Milwaukee. So confident are WMIL owners that they've taken option on large parcel of land situated nearer Milwaukee than present WEMP site.

B•T

TIPSY SECURITY • While government policy is not to disclose identity of persons relieved of duties under security regulations, it's learned that person who was detached from FCC during last calendar year, as listed in recent Civil Service Commission report, was an attorney on temporary duty who was arrested on disorderly conduct (drinking) charge. So far as could be ascertained, no security *per se* was involved.

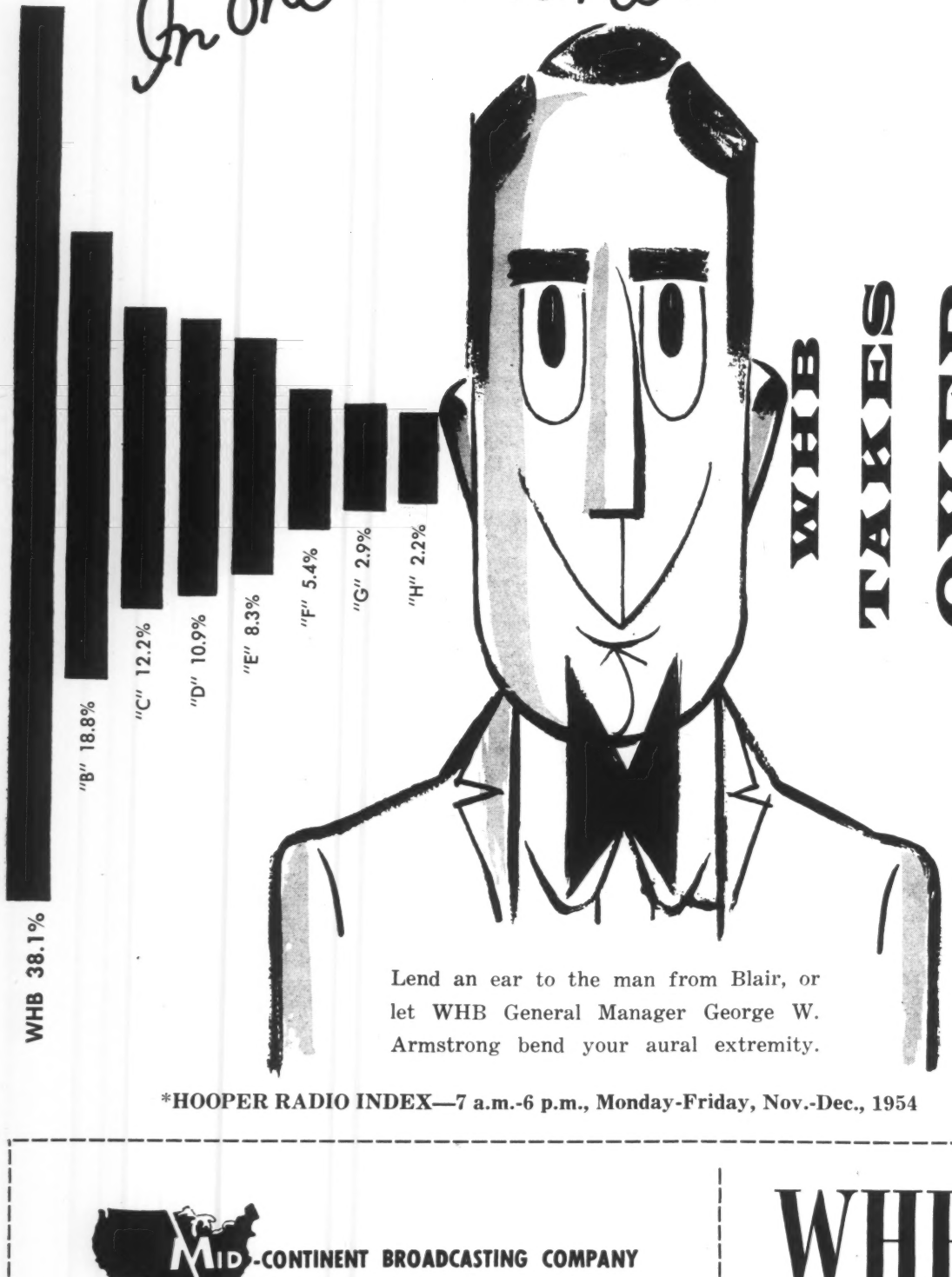
B•T

TO arouse public on dangers of atomic attack, Federal Civil Defense Administration is making series of short films for tv presentation. This week, FCC Comr. Robert E. Lee and A. Prose Walker, NARTB engineering chief, will be among voluntary participants in film to be made in Dayton through courtesy of WHIO-TV, Cox owned station. Robert D. Link, FCC engineer stationed in San Francisco, has been assigned to this project. Such figures as Edward R. Murrow and John Cameron Swazey, noted commentators, also expected to participate in series.

B•T

DISNEY DAYTIMER • Despite refusal of ABC officials to comment on Disney kid show plans for ABC-TV [CLOSED CIRCUIT, Jan. 10], reports from Hollywood indicate deal firming up as Monday-Friday series in 4-5 p.m. hour, starting in fall after completion of Disneyland, where show will originate.

In one ear... and in the other



WHB TAKES OVER KANSAS CITY*

Lend an ear to the man from Blair, or let WHB General Manager George W. Armstrong bend your aural extremity.

*HOOPER RADIO INDEX—7 a.m.-6 p.m., Monday-Friday, Nov.-Dec., 1954

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.

WHB
10,000 watts on
710 kc.
Kansas City, Missouri

at deadline

Sale of WOKY-TV Milwaukee To CBS-TV Gets FCC Approval

FCC Friday, by 3-2 vote, approved $335,000 CBS purchase of ch. 19 WOKY-TV Milwaukee from Bartell Broadcasters. It also authorized ch. 25 WCAN-TV Milwaukee to move studio to site of WOKY-TV plant. CBS is paying WCAN-TV (Lou Poller and associates) $786,000 for WCAN-TV studio and equipment at Town Hotel and lease for new studio building and Mr. Poller is paying CBS $286,000 for WOKY-TV plant [B•T, Oct. 25, Nov. 22, 1954].

Chairman George C. McConnaughey and Comrs. Rosel H. Hyde and Robert E. Lee voted in favor of grant; Comrs. Frieda B. Hennock and Robert T. Bartley dissented. Comrs. John C. Doerfer and Edward M. Webster were absent.

On heels of FCC action, CBS-TV President J. L. Van Volkenburg announced CBS will take over WOKY-TV operation on or about Feb. 13. He also said station will begin carrying major CBS-TV schedule about three weeks later. Call letters will be changed to WXIX (TV), Mr. Van Volkenburg said. Station will be managed by Edmund C. Bunker, former general sales manager of CBS-owned KNXT (TV) Los Angeles.

With move into Milwaukee, CBS becomes first network to own uhf outlet. In addition to Los Angeles outlet, CBS owns WCBS-TV New York and WBBM-TV Chicago, all on ch. 2. It is applicant for St. Louis' ch. 11 and is awaiting FCC action on $3 million purchase of ch. 9 WSTV-TV Steubenville, Ohio, which it is seeking to move into Pittsburgh area. Under new multiple ownership rules, single entity may own up to seven tv stations, but only five may be vhf.

Gist of Comr. Hennock's lengthy dissent was to reiterate her opposition to liberalized ownership rule and also to express unhappiness at plight of WCAN-TV, present CBS-TV affiliate in Milwaukee. *Milwaukee Journal's* WTMJ-TV on ch. 4 is NBC-TV affiliate there. Milwaukee Area's WTVW (TV) on ch. 12 is ABC and DuMont affiliate—and is being sold to Hearst Corp. (WISN Milwaukee) for $2 million [B•T, Jan. 10]. Two applicants remain for ch. 6 assignment in Whitefish Bay (Milwaukee suburb), with Hearst withdrawing. Milwaukee ch. 30 is still unsought.

Commission also said Friday that WTRI (TV) Albany protest against FCC grant of transfer of WROW-TV Albany to CBS newscaster Lowell Thomas (see early story, page 82) which sought to hold up Milwaukee purchases would not be prejudiced by this action.

FCC Notices on Two Sales

FCC Friday released copy of second McFarland letter notice sent WSFA Montgomery, Ala., concerning its proposed sale for $560,000 to WKY-AM-TV Oklahoma City [B•T, Dec. 20, 1954], as well as McFarland letter sent KBOX Modesto, Calif., respecting proposed sale for $75,000 to McClatchy Broadcasting Co. Letter to WSFA said FCC is concerned about protest charges against newspaper advertising and editorial treatment of radio-tv competitors by Oklahoma Pub. Co., parent WKY firm. Letter to KMOD raises issue of signal overlap with KMJ Fresno and KFBK Sacramento, McClatchy stations.

FREQUENCY CHAOS

FCC Comr. E. M. Webster is expected to jump into problem of growing frequency chaos this Wednesday in dinner talk before Armed Forces Communication Assn. at New York's Hotel Belmont Plaza (see story, page 31). To talk on "Implementation, Cooperation and Self Regulation," he also may call for better equipment design, especially receivers, to help ease spectrum pressure, particularly in mobile and industrial fields.

Dow, Samsonite Promote New Magnesium Luggage

DOUBLE-BARREL effort by Dow Chemical Co. and Shwayder Brothers, manufacturers of Samsonite Ultralite luggage, will be made to promote newest luggage, first mass-produced consumer product to be made of Dow magnesium, said to be the lightest, strongest structural metal. Television, radio, newspapers and magazines will be used.

Special two-minute commercial will be used on *Mr. District Attorney* tv show, first minute describing Dow magnesium and final minute telling story of Samsonite Ultralite. Grey Adv., N. Y., is agency.

'Digest' to Auto Sponsor

PURCHASE of *Tv Reader's Digest* on ABC-TV for itself and dealers announced Friday by Studebaker-Packard Corp., Detroit, coincident with first public showing of new Packards and 1955 Clipper cars. Program premieres today (Monday), with claim that half-hour series will cover 75% of U. S. tv homes at start, and subsequent shows to be alternated by Studebaker and Packard Divisions and dealers. Decision to enter tv stemmed from local dealer groups "for national continuity of advertising efforts" to supplement newspaper space and provide basis for local promotion, it was explained.

Roy Roberts Charges Dropped

CRIMINAL CHARGES alleging monopolistic news and advertising practices against Roy Roberts, president of *Kansas City Star* (WDAF-AM-TV Kansas City, Mo.), were dismissed Friday in U. S. District Court at request of Attorney General's office. However, criminal charges against *Star* and its advertising director, Emil A. Sees, as well as civil charges against Messrs. Roberts and Sees and *Star* are still in effect.

JWT WORKSHOP

J. WALTER THOMPSON CO., N. Y., will demonstrate Tuesday its new tv workshop, where permanent inner-office closed circuit is being set up for testing of shows, commercials and personalities. Stanley Resor, president of agency, will be host to newsmen invited to opening.

• BUSINESS BRIEFLY

SALT FIRMS NEGOTIATE • Morton's Salt, Diamond Salt and third salt company negotiating with NBC-TV for possible participation on *Today, Home* and *Tonight,* adding to trend in television toward competitive products cooperating on sponsorship of same programs.

NASH SUPPLEMENTING • Nash cars through Geyer Inc., N. Y., planning to supplement its sponsorship of *Disneyland* on ABC-TV with two-day (Feb. 17-18) spot announcement campaign in six television markets.

SHEAFFER SIGNS • Sheaffer Pen Co., Des Moines, signs to sponsor weekly *Who Said That?* featuring John Daly, on ABC-TV (Wed., 9:30-10 p.m. EST), starting Feb. 2. Agency: Russel M. Seeds Co., Chicago.

REVLON NAMES BBDO • Revlon Products Corp., N. Y., names BBDO, same city, for its Revlon Silken-Net hair spray and Aquamarine shampoo, and other women's hair products now in development. Sullivan, Stauffer, Colwell & Bayles, N. Y., had been servicing Silken-Net but resigned account about first of year.

K&E APPOINTED • Glass Container Manufacturers Institute names Kenyon & Eckhardt, N. Y., to handle its advertising program, effective immediately.

SHULTON EXPANDS • Shulton Inc. (toiletries), N. Y., through Wesley Assoc., N. Y., will step up its 1955 advertising to include its four women's toiletries. Radio and tv media plans not yet determined.

BRAN ANNOUNCEMENTS • National Biscuit Co., N. Y., for its 100% Bran Flakes, is preparing spot announcement campaign on 80 radio stations, effective Feb. 7 for five weeks. Kenyon & Eckhardt, N. Y., is agency.

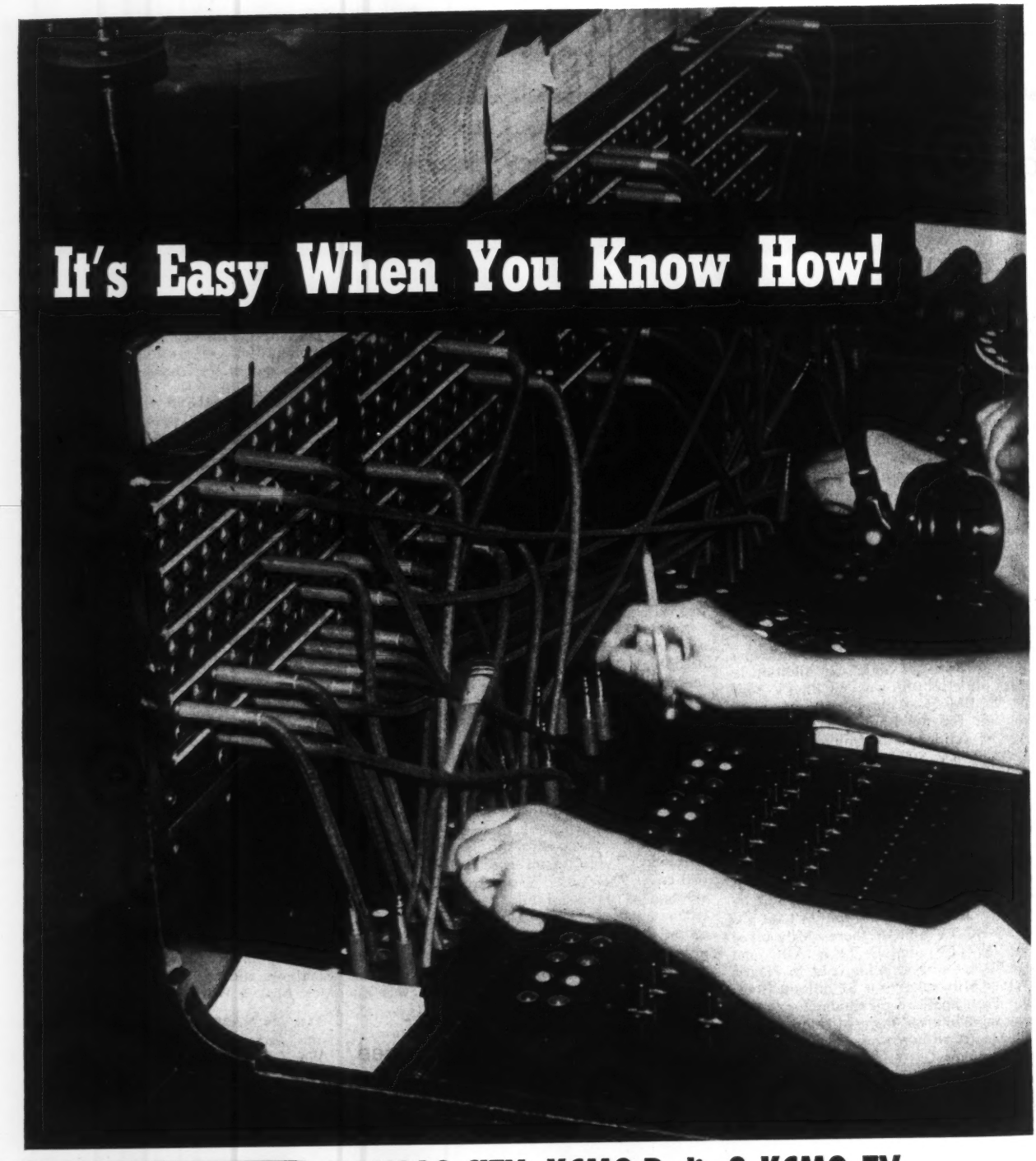
SAUCE CAMPAIGN • McIlhenny Co. (Tabasco Sauce), New Iberia, La., planning radio-tv spot announcement campaign in about 22 markets, effective Jan. 24 for 26 weeks. Scheidler, Beck & Werner, N. Y., is agency.

TOURS NAME AGENCY • Happiness Tours and Journeys International, Chicago, appoint Weiss & Geller, Chicago, to handle their advertising. Radio-tv will be used. Happiness allocated $5,000 for radio and $10,000 for tv in 1954.

SILVER IN SPRING • International Silver Co. planning early spring campaign to introduce new pattern. Radio-tv spot campaign to be included. Young & Rubicam, N. Y., is agency.

New WSB-TV School Project

TV MAJORS at U. of Georgia Grady School of Journalism to get practical tv operating experience in new WSB-TV Atlanta Saturday series, *Campus: Georgia,* starting Saturday under joint auspices of school and station. Idea developed as cooperative effort by George C. Biggers, president, Atlanta Newspapers Inc. (WSB-TV licensee); J. Leonard Reinsch, managing director, Cox stations; John M. Outler, WSB-AM-FM-TV manager; U. of Georgia President O. C. Aderhold, and Grady Dean John E. Drewry.



MEREDITH
Radio and Television
STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV The Katz Agency
SYRACUSE: WHEN Radio & WHEN-TV The Katz Agency
PHOENIX: KPHO Radio & KPHO-TV The Katz Agency
OMAHA: WOW Radio & WOW-TV John Blair & Co. and Blair-TV

Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

Amarillo Ch. 7 Deleted; Two Pennsylvania Reprimands

DELETION of ch. 7 KLYN-TV Amarillo, Tex., for failure to prosecute and complete construction announced by FCC Friday in order terminating hearing case. Post-freeze deletions total 123 (22 vhf, 101 uhf).

In other actions FCC reprimanded by letter WKRZ Oil City and WEMR Emporium, Pa., and Curt Doelicke, WEMR employe, in connection with operation violations (which have been remedied). Show cause proceedings were dismissed.

Conelrad plan was extended to include international broadcast and noncommercial fm stations in defense emergency. As in case of other radio services, they would leave air during alert except certain outlets specifically authorized to function under controlled conditions.

WJRT (TV) Transmitter Move Meets WKNX-TV Opposition

NEW OPPOSITION entered Flint ch. 12 case when ch. 57 WKNX-TV Saginaw, CBS-TV and ABC-TV affiliate, notified FCC that it was party in interest in application of WJRT (TV) Flint to move its transmitter site 20 miles northwest of city. WKNX-TV asked FCC to withhold action on the application.

WKNX-TV claimed that WJRT would put 77 dbu signal over Saginaw and 24 miles northward (Bay City) and 37 miles westward of Saginaw from its proposed new site. This is principal city signal, WKNX-TV claimed, and brings WJRT into direct competition with it in this area. WJRT transmitter move is only to acquire CBS-TV and ABC-TV affiliation, WKNX-TV said.

Because it has rule-making proposal pending which would prohibit a tv station from locating its antenna more than five miles from the boundary of the city to which channel is allocated [B•T, Dec. 20, 1954], WKNX-TV said Commission should withhold action on Flint transmitter site change until it acted on rule-making proposal.

At same time, WJRT asked FCC to dismiss joint petition by unsuccessful applicants WFDF Flint and W. S. Butterfield Theatres Inc. seeking to reopen hearing and stay grant [B•T, Jan. 3].

WOR Plans Gambling Fete

AS TRIBUTE to John B. Gambling for 30-year association with WOR New York, where he has been continuously sponsored on participating basis, station reported Friday it has arranged what it calls "Human Alarm Clock" celebration to be held March 8 at Madison Square Garden, which has seating capacity of 17,500. Station's entire morning line-up from 7:15-11 a.m. will be broadcast that day from Garden, with public invited and leaders in entertainment and business world set to appear. Mr. Gambling, who currently has four programs on station, began his WOR career on March 8, 1925, and earned reputation as "wake-up" personality.

LADY OF HOUSE

FRIDAY morning listeners to KDKA Pittsburgh heard repeat of exclusive interview obtained Thursday night when Jerry Landay, newsman, tracked down woman who crashed Speaker's rostrum Thursday in House of Representatives. He traced Mrs. Grace Jackson Clark to Washington hotel and interviewed her by beep telephone. Interview was aired three times Thursday night. Mrs. Clark is resident of New Kensington, Pittsburgh suburb.

CBS-TV Signs Two in Canada

CJIC-TV Sault Ste. Marie, Ont., and CBHT (TV) Halifax, N. S., have joined CBS-TV as secondary affiliates, Herbert V. Akerberg, CBS-TV station relations vice president, announced Friday. CJIC-TV, on ch. 2, is independently owned but represented by Canadian Broadcasting Corp. CBHT, on ch. 3, is owned and operated by CBC. Contact for both stations is Walter Powell, CBC commercial manager, Toronto, Ont.

WOPA Buys KXEL Waterloo

SALE of controlling interest in KXEL Waterloo, Iowa, by Joe DuMond for combined consideration of about $175,000 to WOPA Oak Park, Ill., was filed with FCC Friday. Mr. DuMond sells 80,000 sh. (58%) and several others sell 5,000 sh. for total $54,000 while Mr. DuMond sells rights to name Josh Higgins in KXEL identification and promotion for $125,000. Before transfer, KXEL agrees to redeem for $56,100, 25,100 sh. held by estate of late Horace Lohnes, Washington radio-tv attorney.

Kittner to Lamb Case

CHIEF counsel for remainder of FCC's hearing on license renewal of Edward Lamb's WICU (TV) Erie, Pa., will be Joseph M. Kittner, assistant chief of Broadcast Bureau, Commission confirmed Friday [CLOSED CIRCUIT, Jan. 10]. Earlier in week, Mr. Kittner participated in argument resulting in further continuance of resumption of case to Feb. 9. Mr. Lamb has pending petition for severance of issues and immediate decision on his qualifications, charging Broadcast Bureau's case is bankrupt of evidence.

UPCOMING

Jan. 21: Utah Broadcasters Assn., Hotel Utah, Salt Lake City.
Jan. 21: Federal Communications Bar Assn., annual banquet, Mayflower Hotel, Washington.
Jan. 23: NARTB Tv Code Review Board Meeting, Hollywood Beach, Fla.
Jan. 22-23: Third Annual Retail Advertising Conference, Sheraton Hotel, Chicago.

(For other Upcomings see page 121.)

PEOPLE

CAPT. W. H. (Bill) BELTZ has returned to duty as Director of Naval Research Laboratory, Washington, after four months hospitalization recovering from major abdominal surgery last September. Prior to World War II he was head of RCA Engineering Products on West Coast.

WILLIAM A. CHALMERS, formerly vice president and director of television and radio, Kenyon & Eckhardt, N. Y., and Campbell-Ewald Co., Detroit, to J. P. Shelley & Assoc., Los Angeles, as director of radio-tv and account executive.

Century Says 300 Stations Accept Program-Time Deal

MORE THAN 300 radio stations have accepted Century Broadcasting System's offer of five free hours of programming per week in exchange for five one-minute availabilities to be sold by Century [CLOSED CIRCUIT, Jan. 10], General Manager Jack Miller said Friday. He said negotiations with advertisers and agencies were set to start today (Mon.), looking toward sale of minute spots, and that program service was scheduled to start Feb. 28.

Offer calls for Century to provide stations two free half-hour programs daily, Monday through Friday, featuring such name-star talent as Milton Berle, Dinah Shore, Frank Sinatra and Martin & Lewis in one called "Ask the Stars," and such talent as Patti Page, Kaye Starr and Peggy Lee in other. Each program would have four spots available for sale by station. Payment to Century would be in form of one minute of time daily, Monday through Friday, preferably in 7-9 a.m., 11 a.m.-1 p.m., or 5-7 p. m. period. Mr. Miller said Century would sell spots at station's card rates, and would pay agency and representatives' commissions. Century is subsidiary of Columbia Amusement Corp., New York, talent agency.

Falstaff Negotiating

CBS-TV was reported Friday to be negotiating with Falstaff Brewing Co. and its agency, Dancer-Fitzgerald-Sample, for next summer's *Game of the Week* major league baseball tv series, carried under Falstaff sponsorship last year on ABC-TV. If successful, CBS-TV will schedule games Saturday afternoons.

Blair Tv Names Katz

MARTIN KATZ appointed director of special sales project department at Blair-Tv, station representation firm. Mr. Katz, with tv sales experience both in Philadelphia and New York with WCAU-TV and WOR-TV, respectively, will headquarter at Blair-Tv's New York office.

Maddux Joins Miller

R. C. (Pete) MADDUX, formerly vice president and member board of directors of WOR and WOR-TV New York and partner in firm Davidson & Maddux & Assoc., joins C. L. Miller Co. as vice president and director of radio and television.

Robert Harris Leler

FUNERAL services were held Friday for Robert Harris Leler, 35, Midwest district manager of Television Programs of America. He was killed Wednesday in plane crash at Burlington, Ky. He is survived by his wife, Sybil; a son, Merrick; his mother and brother.

the week in brief

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MUTUAL'S GROSS DOWN 11%

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TELECASTING

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*Reg. U. S. Patent Office

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WEBC RADIO

is on the go to...

560

with

More Coverage of America's EXPANDING MARKET!

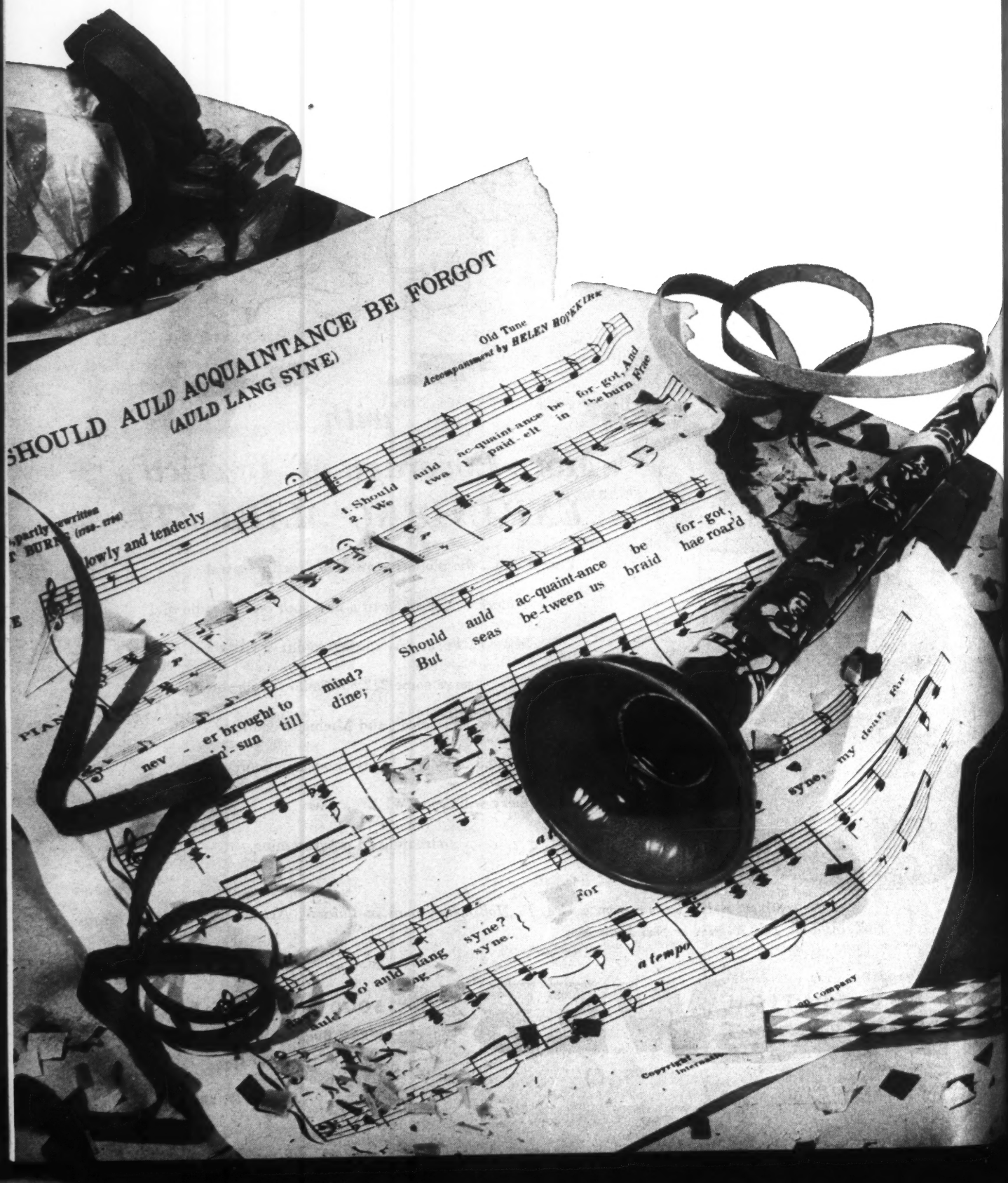
Yes, WEBC, the pioneer station of North Central America, is moving to a new spot on the radio dial . . . 560 KC. From this vantage point WEBC will serve some 212,550 radio families in 30 Minnesota, Wisconsin and Michigan counties (0.5 MV/M). Many thousands more on the periphery will enjoy WEBC's new streamlined programming.

Get the complete WEBC story from a Geo. P. Hollingbery man in Chicago, New York, Atlanta, Los Angeles or San Francisco.

THE NBC STATION
for North Central United States

WEBC

5000 WATTS . . . 560 KC
WEBC Building, Duluth 2, Minnesota

It's an Old

SHOULD AULD ACQUAINTANCE BE FORGOT
(AULD LANG SYNE)
Old Tune
Accompaniment by HELEN HOPEKIRK
Slowly and tenderly
1. Should auld ac-quaint-ance be for-got, And
2. We paid-elt in the burn Brae
Should auld ac-quaint-ance be for-got,
But seas be-tween us braid hae roar'd
nev-er brought to mind?
-ld-sun till dine;
syne, my dear, for
For
o' auld lang syne?
syne.
a tempo
Copyright

American Custom

Pop the champagne cork...shower the confetti...kiss the girl nearest you...
that's the traditional American way of ringing out the old, ringing in the new.

Just as strong an American habit is the viewing of local TV programs.
Families by the thousands faithfully watch their favorite "neighborhood" personalities
day after day...like their hometown cooking expert, newscaster, kid emcee,
sports announcer, for example. It's ingrained...it's part of a pattern of life...
and it's certainly a pattern of profit for alert advertisers.

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KOA-TV . . . . . Denver
WICU . . . . . Erie
KPRC-TV . . . . . Houston
WJIM-TV . . . . . Lansing
KARK-TV . . . . . Little Rock
KABC-TV . . . . . Los Angeles
WTVW. . . . . Milwaukee
KSTP-TV . . . . . M'p'l's-St. Paul
WSM-TV . . . . . Nashville
WATV . . . . . New York
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WTVH-TV . . . . . Peoria
WENS . . . . . Pittsburgh
WOAI-TV . . . . . San Antonio
KFMB-TV . . . . . San Diego
KGO-TV . . . . . San Francisco
KREM-TV . . . . . Spokane
KOTV . . . . . Tulsa
KEDD . . . . . Wichita
ABC Pacific Television
Regional Network

When She Talks . . .

They Listen!

☆NINA WRIGHT

Packs her daily morning program with a wealth of information, helpful to both urban and rural housewives. Broadcast from her kitchen, Nina places major emphasis on the important subject of food. In addition, she frequently discusses other subjects of vital importance to women—fashion, good grooming, current events and civic affairs. Guest interviews are often a part of her interesting programs.

Several times each month, Nina Wright is invited to appear as featured speaker at area functions, or to give homemaking and cooking demonstrations. In towns and cities throughout KSOO's 60-County Coverage Area this past summer, the average attendance at a Nina Wright appearance was 24% of the total population. The only publicity used to attract housewives to these events were announcements in the "NINA WRIGHT SHOW" itself. Yes, when Nina Wright talks, homemakers listen. And when Nina Wright sells your product, homemakers BUY! This popular KSOO "Personality Show" draws listeners at a low cost per thousand of approximately *13 cents.

*based on Nielsen Coverage Service Figures

NINA WRIGHT SHOW

10:25 A.M.—Mon. thru Fri.

KSOO®

☆Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

PROFESSIONAL FATHER

THE IDEA of a tv series based on the troubles experienced by a child psychologist in attempting to apply his book-learned ideas to his own children is sound enough. The trouble with *Professional Father*, which started Jan. 8 as a Saturday, 10-10:30 p.m. series on CBS-TV, is that the good basic idea is executed on the comic strip level.

To begin with, the characters are absurd. The father-psychologist is pictured as too dumb to match wits even with a six-year-old child, yet somehow he earns enough to support a comfortable suburban home, complete with maid. The publisher who comes to discuss the hero's book decides to publish it only when a couple of neighbors march in to complain of the ideas it has given their children, yet he is supposed to be an astute businessman. The plumber, who takes time out from his job to play with the children, "at half pay," is such a poor example of a working man as to make a union boycott of this series not at all improbable.

Next, the plot was as ridiculous as the characters, its central theme that young children would read a treatise on child psychology, latch on to the idea that it is normal for children to be noisy and disorderly and decide to harrass their elders by acting normally. To be consistent with the writing, the program should have been produced as slapstick comedy, but the producer and director tried to make the actors take their roles seriously and behave like real people. Their failure was inevitable. The kids in the cast had a fine romp, while their elders suffered through their parts.

Production cost: Approximately $30,000.
Sponsored by Helene Curtis Industries Inc. for hair care products through Earle Ludgin & Co. and Gordon Best Co.
Broadcast on CBS-TV, Sat., 10-10:30 p.m.
Created and produced by Harry Kronman; executive producer: Ben Finner Jr.; director: Sherman Marks.
Cast: Steve Dunne, Barbara Billingsley, Ted Marc, Beverly Washburn, Ann O'Neal, Phyllis Coates.

YELLOW JACK

ALL HANDS associated with the "Yellow Jack" production on *Producers' Showcase* last Monday evening rate a rousing round of applause for bringing to the television audience throughout the country 90 minutes of theatre at its best.

All of the elements of excellent theatre were fused into one unit—a story of substance with excitement, suspense and spirit of adventure; a highly gifted cast; striking sets and purposeful lighting effects; robust characterization, and well-paced direction.

In less capable hands, the oft-repeated story of Dr. Walter Reed and his efforts to conquer yellow fever could have suffered from sticky oversentimentality and exaggerated heroics. It is a high compliment to James P. Miller, who wrote the tv adaptation, and to all others associated with the production that *Yellow Jack* emerged as a most effective theatrical teleplay, emotionally packed but tempered with restraint and sensitivity.

Lorne Greene, substituting for Broderick Crawford in the role of Dr. Reed, offered a skilled portrayal of the quiet but dedicated scientist, who dared to experiment on human "guinea pigs." Dane Clark, Dennis O'Keefe and Carlos Montalban were highly effective as scientist-associates of Dr. Reed. In a star-studded cast that included Raymond Massey, Victor Jory, E. G. Marshall, Rod Steiger and Eva Marie Saint, special praise should go to Jackie Cooper. In his role of a soldier who yearns to become a physician Mr. Cooper fashioned a most heart-warming characterization.

The high level of performance of this production of *Producers' Showcase* extended even to the commercials. Presented on behalf of RCA Victor television sets and records, Mercury cars and Ford tractors, the commercials

O'Keefe, Saint, Clark

were fresh, original and imaginative. Those fortunate to view them in compatible color were served with a visual treat.

The Playwrights' Company served as guest producer for the *Producers' Showcase* presentation of "Yellow Jack." It is to be hoped that television will continue to be blessed by offerings of this theatrical organization.

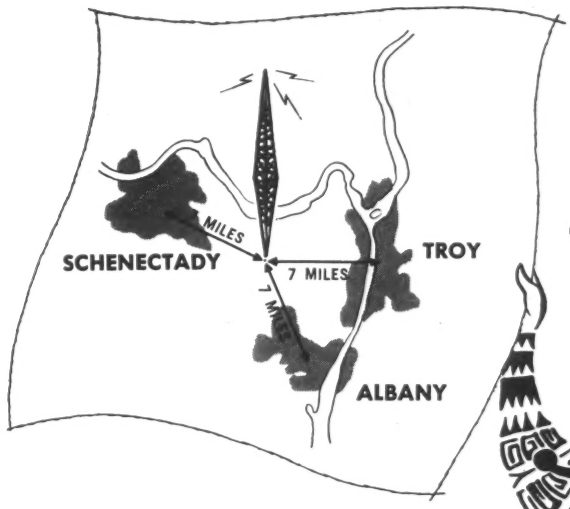
Production costs: Estimated $150,000.
Sponsored by RCA and Ford Motor Co. through Kenyon & Eckhardt.
Broadcast as Jan. 10 program of Producers' Showcase *series of color telecasts on NBC-TV every fourth Monday, 8-9:30 p.m. EST.*
Producer of "Yellow Jack" was The Playwrights Co., with Fred Coe as NBC-TV producer; director: Delbert Mann; technical director: Larry Elikann.
Adapted for tv by James P. Miller from Sidney Howard's dramatization of a chapter in Paul de Kruif's book, Microbe Hunters.
Cast: Lorne Greene, Dennis O'Keefe, Carlos Montalban, Raymond Massey, Dane Clark, Wally Cox, Jackie Cooper, Victor Jory, E. G. Marshall, Rod Steiger, Eva Marie Saint; with William Redfield, Fred Stewart, Frederic Tozere, Philip Abbot, Peter Donat and Neil MacKenzie.
Settings by Otis Riggs.

★ ★ ★

BOOKS

TRANSISTORS: THEORY AND APPLICATION, by Abraham Coblenz and Harry L. Owens. McGraw-Hill Book Co., New York. 313 pp. $6.

THE principle of transistor operation, the way transistors are made and their use in electronic circuits are described in this volume, which the authors, in their preface, hope "will be a practical and useful guide and reference to those entering this fascinating field, as well as to those already in it." Written for technicians and engineers, the volume gives a good picture of transistors and their place in electronics. Each chapter is accompanied by a reference list for those who wish to do further reading.



Dominant in the capital district of New York State...

ALBANY, TROY, SCHENECTADY

WTRY

CBS RADIO NETWORK

Announces the appointment of

JOHN BLAIR & COMPANY

as their exclusive national representative

Effective February 1, 1955

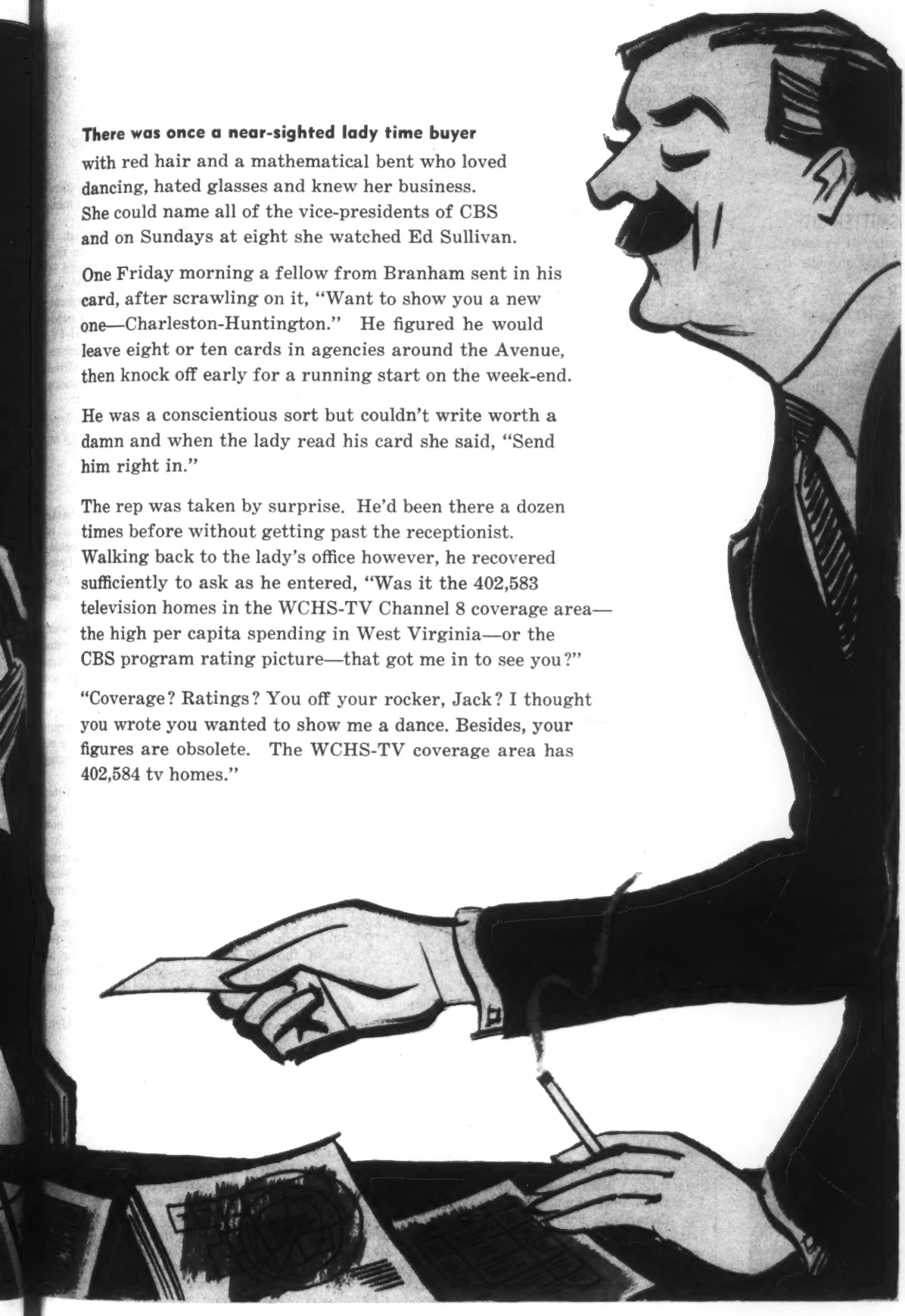
There was once a near-sighted lady time buyer with red hair and a mathematical bent who loved dancing, hated glasses and knew her business. She could name all of the vice-presidents of CBS and on Sundays at eight she watched Ed Sullivan.

One Friday morning a fellow from Branham sent in his card, after scrawling on it, "Want to show you a new one—Charleston-Huntington." He figured he would leave eight or ten cards in agencies around the Avenue, then knock off early for a running start on the week-end.

He was a conscientious sort but couldn't write worth a damn and when the lady read his card she said, "Send him right in."

The rep was taken by surprise. He'd been there a dozen times before without getting past the receptionist. Walking back to the lady's office however, he recovered sufficiently to ask as he entered, "Was it the 402,583 television homes in the WCHS-TV Channel 8 coverage area—the high per capita spending in West Virginia—or the CBS program rating picture—that got me in to see you?"

"Coverage? Ratings? You off your rocker, Jack? I thought you wrote you wanted to show me a dance. Besides, your figures are obsolete. The WCHS-TV coverage area has 402,584 tv homes."



For 1955 . . .
Fresno's Greatest
Independent is the

NEW **KBIF**

NEW **TRANSMITTER SITE . . .**
Near the center of Fresno, with maximum conductivity.

NEW **TOWER . . .**
400-foot "center loaded" . . . actually two towers, one atop the other, separated by insulator and loading coil. Owner John Poole, who capitalized on "salt water coverage" so successfully with The Catalina Station KBIG, has done it again with KBIF . . . increasing output by 20% with a technique proven by "hams" but generally overlooked by broadcasters.

NEW **COVERAGE . . .**
Signal three times more powerful in Fresno . . . 3000 more square miles of coverage, with 100,000 additional listeners, within 25 MV area.

NEW **STUDIOS . . .**
Ground floor, Californian Hotel, center of downtown Fresno business and social life.

NEW **TALENT . . .**
Featuring Big Four Disc Jockeys: Stu Wilson, Bob Ulrich, Dave Maxwell, Jim Bailey . . . with "Music You Like and Just Enough News, All Day Long."

NEW **PROMOTION . . .**
Newspapers, busses, billboards. Great on-the-air spots by Artie Wayne, The Crew Chiefs and The Bell Aires.

Check your KBIF representative or Robert Meeker contact for the full story on the NEW KBIF.

FRESNO'S GREATEST INDEPENDENT
900 kilocycles
1000 watts
KBIF
JOHN POOLE BROADCASTING COMPANY
General Offices Californian Hotel
Fresno, Calif. • *Telephone:* Fresno 6-0791

OPEN MIKE

Georgia Marches On

EDITOR:

The article on Georgia was terrific. Please send us 500 reprints which will be used for station publicity and also for our local Chamber of Commerce.

Virgle E. Craig, Mgr.
WLET Toccoa, Ga.

EDITOR:

REQUEST PERMISSION TO REPRODUCE IN ATLANTA JOURNAL GEORGIA ECONOMIC PROGRESS CHARTS AND CONDENSATION OF THE GEORGIA MARKET STORY BY J. FRANK BEATTY FROM DEC. 27 BROADCASTING-TELECASTING MAGAZINE WITH FULL CREDIT IN ANY MANNER YOU MAY SPECIFY.

WILLIAM I. RAY JR.
MANAGING EDITOR
ATLANTA JOURNAL

[Editor's Note: Permission granted.]

EDITOR:

. . . indeed a good story.

Ralph McGill
Editor
Atlanta Constitution

EDITOR:

Frank Beatty's article on Georgia is excellent. And to have mention of Thomson and WTWA brings us cheer . . . There was a slight error in the article—Frank Hash manages the station which I own, but he and I own, on a fifty-fifty basis, two weekly newspapers, *The McDuffie Progress* and *The Columbia News.* He manages both papers.

Also, as to the sign on the office door—it should read: "It's nice to be important but it's *more* important to be nice."

Edgar Kobak, President
WTWA Thomson, Georgia

EDITOR:

. . . The article is excellent and should do much to accurately portray the situation in this great state of ours to all who may be interested in it from a marketing and economic viewpoint. . . .

I. A. Metz Jr., Exec. Dir.
Savannah Chamber of Commerce
Savannah, Ga.

Sheppard Trial Coverage

EDITOR:

In the Jan. 3 issue you have . . . a story regarding the radio coverage of the Sheppard trial here in Cleveland. I was a bit surprised that any station would be hollering, "We got it on first——." That has pretty much gone by the boards in favor of good, complete and thorough service to listeners. Actually the question of what outlet puts an item on at what time doesn't cut much mustard. It is the meat you put on the bones that fills the tummy of the listener.

From the beginning of the trial WDOK was originating news shots from the Criminal Courts building, doing 10 a day . . . [and] feeding [them] to a network of 15 stations on fm relay. The time consumed, the expense of the operation and the extent of the coverage all lump up into what I feel is a pretty good contribution in the realm of community service.

Not all the Cleveland stations covered the trial but those that did: WDOK, WERE, WTAM, WGAR WSRS, WHK and WNBK (TV) with WXEL(TV), did a good thorough job. Two Akron stations WCUE and WAKR also covered the trial fully. It was a long, arduous grind but it must be admitted that it was darned good coverage.

Kenneth Bichl
News Director
WDOK Cleveland

Dual Affiliation in San Antonio

EDITOR:

On Page 81 of your Jan. 10 issue, you carry a story regarding new ABC-TV affiliations mentioning WOAI-TV (San Antonio).

While this story is technically factual, it might be misleading as it might indicate that the KENS-TV affiliation had been dropped in favor of WOAI-TV. Actually, KENS-TV, until Dec. 11, had a first call affiliation agreement, but upon expiration, new contracts were negotiated with both KENS-TV and WOAI-TV, whereby both stations are affiliated but neither one has first call and all business is offered simultaneously to each, with the client making the final choice on basis of clearance, etc.

Albert D. Johnson, Gen. Mgr.
KENS-TV San Antonio, Tex.

More Vhf Assignments Urged

EDITOR:

It is noted that the FCC proposes to make changes in its rules to permit low power tv stations in communities under 50,000 population [AT DEADLINE, Dec. 20, 1954]. The Commission feels such a rule change will go a long way toward the expansion of tv on a nationwide basis.

Unfortunately, the Commission proposal does not involve any other changes in the rules and standards, such as assignment spacing. It is conceded that the vhf assignments are based on maximum power by all stations on ch. 2 through 13. Now, since low power tv is being given consideration, why not permit additional vhf outlets on any channel where no interference would be caused to an existing station?

Thusly, if a 5,000 watt maximum radiated power station could be operated on a vhf channel without interference to stations now operating or authorized or allocated, such a station could be granted by the Commission. Such a procedure is followed on the am band: you get a grant for only the power that may be used to advantage . . .

The present proposal is only a token of what could be accomplished by making full use of the vhf band. True, many of the already suffering uhf operators might object, but maybe they, too, could go vhf under such a proposal.

Edwin Mullinax, Gen. Mgr.
WLAG La Grange, Ga.

Sight Without Sound

EDITOR:

I read the interesting bit on telops "Keeping 'Em Happy While They Wait" [B•T, Dec. 13]. One of the telops sort of disturbed me. I remember watching one of my favorite tv mystery shows when the network sound broke down. Naturally I had to wait and watch the slide until the sound trouble was cleared up.

I can't figure out why the station announcer can't just announce the sound trouble without the picture being tampered with. I am sure that most viewers would rather watch a portion of a program without sound, than the telop, no matter how amusing it may be.

Talis I. Smits Jr.
St. Paul, Minn.

greater Nashville watches channel **5**

The CBS station for 62 Tennessee and Kentucky counties —a billion dollar market reached by Nashville's highest towered, maximum powered station.

WLAC-TV

100,000 watts
CBS Basic Affiliate
Nashville, Tennessee

For availabilities, check our national reps, The Katz Agency

EVERYBODY listens to KOIN'S Mr. Radio in the BIG Oregon Market

KOIN'S ART KIRKHAM

26 continuous years of selling merchandise

LISTENER CONFIDENCE . . . that's what sells merchandise . . . and listeners have confidence in KOIN's Mr. Radio, Art Kirkham.

Art has been a vital part of Northwest community life for 26 years—people *know* him . . . *like* him . . . *believe* him. His rating for his 4:30-5:00 p.m. daily "Newspaper of the Air" program is tops, (6.5 Sept.-Oct. '54 Pulse) his results are outstanding.

only KOIN has its own staff of musicians

No other station in this market has its own orchestra. Listeners appreciate this extra quality and service that KOIN provides. For more sales-per-dollar contact KOIN or CBS Radio Spot Sales for complete availabilities.

CBS RADIO NETWORK
Represented Nationally by
CBS RADIO SPOT SALES

KOIN
RADIO
PORTLAND, OREGON

MILESTONES

► BECKLEY SMITH, newscaster for KQV and WJAS, both Pittsburgh, is celebrating the beginning of his 21st year with WJAS. Mr. Smith also is marking his 21st year of sponsorship by Kaufmann's Department Store, Pittsburgh. The store's sponsorship, though continuous, has been split between the two stations.

MR. SMITH

► RAYMOND OLSON, radio program director, WOW Omaha, Neb., is celebrating 15 years of service to the station. META SPARKS, secretary, farm service dept; MERRILL WORKHOVEN, radio production manager, and JAMES McGAFFIN, news editor, are marking their 10th year with WOW.

► ROBERT J. KORETZ, vice president and director, Foote, Cone & Belding, Chicago, and GWENDOLYN DARGEL, assistant timebuyer, are marking their 25th anniversaries with the agency.

► STERLING V. COUCH, traffic manager, WDRC-AM-FM Hartford, Conn., is observing his 27th anniversary with the stations.

► PAULINE ADAMIS, *Hellenic Hour* hostess, WKNB New Britain, Conn., is celebrating her 14th year in radio.

► WGAR Cleveland is marking its 25th year of broadcasting service.

► JANET ROSS, women's show personality, is celebrating her 20th year as director of KDKA Pittsburgh's *Shopping Circle*.

► THE *KOIN KLOCK*, KOIN Portland, Ore., morning program, celebrated its 24th anniversary last month.

►WXEL (TV) Cleveland is commemorating its fifth year of commercial operation.

► WOAI-TV San Antonio, Tex., is observing its fifth anniversary on the air.

► DORSEY CONNORS, women's "do-it-yourself" program hostess, and CLINT YOULE, weathercaster, are celebrating their fifth and sixth anniversaries, respectively, at WNBQ (TV) Chicago.

► WDSU-TV New Orleans is beginning its seventh year of television operation.

► CBS-TV's *The Big Payoff*, quiz program, is beginning its fourth year on television.

►THE *Philadelphia Roundtable*, community discussion program, is observing its fifth anniversary on WFIL Philadelphia.

► HILARY BODGON, personality, WJAS Pittsburgh, is marking the start of his 11th year with the station.

BROAD COVERAGE

in the land where *radio* reigns

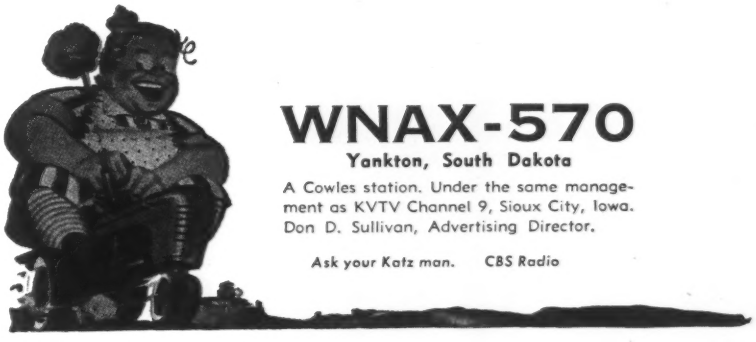
Taking the measure of big Aggie is a man-sized job. It's a big figure to work with. For Big Aggie Land is a land of 190 counties in parts of 5 states in the great Upper Missouri Valley — Minnesota, the Dakotas, Nebraska and Iowa.

WNAX-570 strides the length and breadth of Big Aggie Land. Plays a far bigger role in the lives of the 670,000 families in this area than any other medium. (To most of these families TV simply means Taint-Visible.)

Yes, this is the land where radio reigns . . . morning, noon and night. And WNAX-570, the Big Aggie Station, is radio in prosperous Big Aggie Land.

Whatever media you buy in other lands, there is only one low-cost, high-return way to sell the 670,000 families in the great Upper Missouri Valley. WNAX-570.

BIG AGGIE LAND:
Where 80% of the homes hear WNAX-570 from 3 to 7 times a week.



WNAX-570

Yankton, South Dakota

A Cowles station. Under the same management as KVTV Channel 9, Sioux City, Iowa.
Don D. Sullivan, Advertising Director.

Ask your Katz man. CBS Radio

Decision-makers at the point-of-sale are..

SOLD

Sunshine Biscuits, Inc. and the men from Cunningham & Walsh are Sold on Spot as a basic advertising medium!

National Spot advertising can help move *your* merchandise off grocery store shelves—just as it does for Sunshine Biscuits.

Spot, with its total flexibility, permits Sunshine to choose its markets to meet specific sales problems. After careful study and analysis, Sunshine's agency, Cunningham & Walsh, makes its recommendations.

HOW MUCH SPOT? The Spot recommendations may range from a saturation schedule to just one commercial announcement in a market, depending on Sunshine's sales objectives. Sunshine's Spot advertising, on both Radio and Television, is coordinated with its advertising in other media to do a complete pre-selling job.

HOW TO GET ADDED POWER? The stations represented by NBC Spot Sales follow through with merchandising support—like highly successful Radio Chain Lightning—that moves merchandise off grocers' shelves faster than any other media merchandising plan. (Ask the successful advertisers who are using it over and over.)

With Spot, you too can move into a market quickly—any market in which your sales manager needs strong support—and you can do it within a matter of days, or even hours.

HOW TO PUT SPOT TO WORK? Let your advertising agency, or an NBC Spot Salesman show you how Spot can fit into your selling plans. They'll tell you how Spot can sell for you in 11 major markets that account for 45% of the nation's food sales.

Business executives are Sold on Spot because more merchandise is Sold on Spot...

...and some Spots are better than others!

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Detroit Cleveland Washington
San Francisco Los Angeles Charlotte* Atlanta* Dallas*
*Bomar Lowrance Associates

ON SPOT

Norman Smith *Advertising Manager, Sunshine Biscuits, Inc.*

Newman McEvoy *Vice President and Media Director, Cunningham and Walsh*

George Dietrich *National Manager, Radio, NBC Spot Sales*

Joseph Gavin *Time Buyer Cunningham and Walsh*

Candid photo by Eliott Erwitt. Taken at Grand Union, New York City.

representing **TELEVISION STATIONS:**

WRGB *Schenectady-Albany-Troy*
KONA-TV *Honolulu, Hawaii*
WRCA-TV *New York*
WNBQ *Chicago*
KRCA *Los Angeles*
KSD-TV *St. Louis*
WRC-TV *Washington, D. C.*
WNBK *Cleveland*
KPTV *Portland, Ore.*
WAVE-TV *Louisville*

representing **RADIO STATIONS:**

WAVE *Louisville*
KGU *Honolulu, Hawaii*
WRCA *New York*
WMAQ *Chicago*
KNBC *San Francisco*
KSD *St. Louis*
WRC *Washington, D. C.*
WTAM *Cleveland*

© 1954 BY NATIONAL BROADCASTING COMPANY, INC.

SPURRED for ACTION

With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S.C.

our respects

to WESLEY DeWILDE ROGERS JR.

MENTION Texas at a broadcast meeting and the subject's likely to turn to the Southwestern representative of the industry's "Dub" and "Bud" team, which consists of W. D. Rogers Jr. of KDUB-TV Lubbock, "Dub," and Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va., who bears the "Bud" cognomen.

"Dub" Rogers is 100% Texan, including 5¼-gallon Stetson, but he's broadminded about it. In the fall of 1953 he rode up the West Coast on two flossy trains; gazed at the mountains to the east and west of Seattle; took a look at the Columbia River and wound up with a boat trip down Puget Sound to Victoria and back. Frankly, he was impressed.

The next day he started an NARTB district meeting clinic in Seattle with this generous tribute, "I have never been in this part of Texas before. It's beautiful."

A native Texan, he spent his youthful days in Waco (born Aug. 8, 1920). At the age of 8 he enrolled in Baylor U. as an accredited special student in the School of Music. After graduation from Waco High School he went on with his education at Baylor, taking a business course as a regular student.

Music was a sideline at college. As in his high school career, he operated a dance band which soon gained statewide recognition and financed the education of the 14 boys and one girl who belonged to it. In January 1941 young Rogers was one of a small group picked by C. G. Conn Ltd., world's largest manufacturer of band instruments, to attend its special training school. He remained there until he joined the Air Force for a 3½-year tour.

At 25 he was named general sales and advertising manager for Coca Cola Bottling Co. of West Texas. He sold a lot of Cokes, but all the time his mind was on television.

Becoming engrossed in the idea of mixing sight, sound and motion in the living room, he started reading up on the subject and made a trip to New York to find out what was going on in this new art. Television came to Texas in 1948 when WBAP-TV Fort Worth was built. This was getting close to home, and a year later he was completing construction of KEYL (TV) San Antonio with the backing of a group of oilmen. Going on the air Feb. 15, 1950, KEYL rode out its rugged early days nicely and in late 1951 was sold to George B. Storer.

That opened the way to carry out an idea he had been nursing all along—a tv station in a medium-size market. After the late-lamented FCC freeze had melted, KDUB-TV Lubbock became an early post-freeze station. The DUB of KDUB stands, of course, for the president's nickname. Around Lubbock the station is known as Dub.

Getting KDUB-TV on the air was a bit of a trick that time. Thirty days after FCC granted the construction permit—Nov. 13, 1952—KDUB-TV was ready to open. The inaugural gimmick was a community-wide event—and how! A downtown street was roped off, with a large industrial-type switch installed at a main intersection. At a given signal, 5,000 Lubbock residents pulled a rope two-blocks long to throw the switch.

In the postwar period Mr. Rogers has taken an active part in broadcast industry affairs at the national level. He was one of the early members of Television Broadcasters Assn. and took part in the negotiations that led to a merger with NAB, now NARTB. As one of the TBA directors he was a member of a joint NAB-TBA group that met in 1951.

Aboard a fishing boat anchored in a bay off Clearwater, Fla., groups from the two units worked out the basics of a merger pattern and finally solved one of the tougher problems—an association name that would suit everyone. The name, of course, was National Assn. of Radio & Television Broadcasters. When the first NARTB Tv Board of Directors was elected, one of the members was Mr. Rogers.

Again last spring he became a central figure in another merger project. At that time a number of tv operators were clamoring for a tv sales promotion unit as a counterpart to the then Broadcast Advertising Bureau. Mr. Rogers was a member of the executive committee that set up Television Advertising Bureau (TvAB) before and during the NARTB Chicago convention.

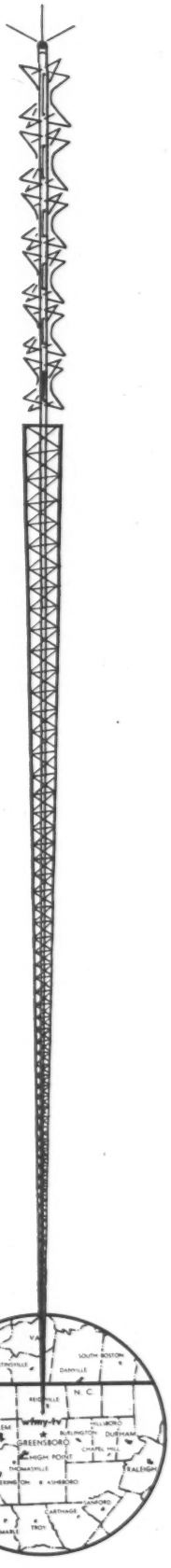
Since NARTB wanted to set up its own bureau, and had been quietly working out an operating plan, Mr. Rogers found himself in the middle. Soon he was active in the peace efforts that brought the two competing groups together. Out of the controversy arose the present Television Bureau of Advertising (TvB), of which he is a board member and secretary.

Mr. Rogers is married and the father of two girls. His activities include membership in the Masons; deacon in the First Christian Church of Lubbock; member, board of directors, Lubbock Chamber of Commerce; past president and member of Lubbock Advertising Club; past president and member of Sales Executive Club; past director and member of Lubbock Lions Club; member of board of directors, Lubbock Symphony; member of board of directors and vice president of Girl Scouts; member of Citizens Traffic Commission.

Besides, he has been a member of NARTB committees and is still a member of the NARTB Tv Board. With all these time-consuming connections, he can generally be found at his KDUB-TV desk turning his oratorical prowess into across-the-desk solicitation of local and national sponsors.

WFMY-TV . . . Now On The Air With FULL

100,000 WATTS*



SELLING POWER

Power: now six times greater
Studio Space: now eight times greater
Tower: now 1,549 feet above sea level
Population: now 1,961,500
Families: now 501,100
Market: now $2,305,273,000
Retail Sales: now $1,560,824,000
Set Count: now over 300,000
Experience: now in our sixth year
All this — and color, too!

Call or write your H-R-P man today for the amazing story of this greatly expanded market.

*On maximum power, effective January 2, 1955, as authorized by FCC on Channel 2. Statistics above based on Sales Management Survey of Buying Power — 1954.

CBS
Basic Affiliate

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

Sandwich your spots among the TOP 20 PULSE-rated programs on WBNS, and join the satisfied sponsors who savor flavorful profits from loyal WBNS listeners. The "pièce de résistance" is a market of more Central Ohio listeners than all other local stations combined!

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

ANN JANOWICZ

on all accounts

THERE'S NO DOUBT in the mind of Ann Janowicz, timebuyer at Ogilvy, Benson & Mather, New York, that "some" people still listen to radio—she's a listener herself and a faithful one at that, one who seldom watches tv.

Pert and petite, Miss Janowicz, native of Manhattan, has been a timebuyer at OB&M the past year and a half. Before joining the agency, she was timebuyer with Benton & Bowles, preceded by timebuying for BBDO, where she started her advertising career.

She is associated with accounts which use both radio and tv—and she makes the point that each medium has its place in the advertiser's future plans, dependent upon his needs. The accounts include Lever Bros. (Good Luck margarine and Rinso), the Franco-American Div. of Campbell Soup Co. and the British Travel Assn.

Miss Janowicz is a firm believer that the end result of advertising—sales—is the most logical yardstick for determining a campaign's success. In buying time, she feels, the primary importance is to "reach the ears" and from that point on it is the copy which must deliver the advertiser's message.

Both network programming and spot buying are involved in the accounts she handles. Franco-American buys "legs" in *Dear Phoebe* (NBC-TV), *Howdy Doody* (NBC-TV) and the *Abbott & Costello Show*. The Lever Bros. products' sponsorships include *Lux Video Theatre* (NBC-TV), *Big Town* (CBS-TV), *Houseparty* (CBS-AM-TV) and *Johnny Coons* (CBS-TV children's show).

Miss Janowicz lives in Manhattan with her mother, three brothers and two sisters. One of her sisters, a sportswriter for the *New York Daily Mirror*, accompanied her abroad last fall on a vacation tour of Italy, France and Germany. For next year, Miss Janowicz, a confirmed traveler (with extensive journeying in Canada and visits to Bermuda) has her heart set on another European jaunt, adding England and Norway to the countries she wishes to see. That trip will include the Heidelburg (Germany) Music Festival.

She's a music lover who includes nights at the opera in her schedule. She has been taking piano lessons at home on a baby grand purchased three years ago. Leisure time includes baseball (she's a Yankee fan), basketball and hockey game attendance.

Miss Janowicz must be as popular with her family as she is in the radio-tv field. A year ago, her three brothers chipped in to buy her a mink coat for Christmas.

Ann
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THE BIGGEST
BIG-NAME
BIG-TIME
COMEDY SHOW
...ever offered for
LOCAL RADIO!

The Happiest show

CHUCKLES! LAU

"THE Eddie Cantor SHOW"

EVERY WEEK
5 BIG BRIGHT HALF-HOURS

ZIV'S ROLLICKIN' NEW COMEDY HIT!

Starring
EDDIE CANTOR

on RADIO!

! FUN GALORE!

"Whoopee" "If You Knew Susie"

"Margie" "Ain't She Sweet"

THERE'S *COMEDY!*

THERE'S *MUSIC!*

THE *BIGGEST* COMEDY SHOW ever offered to Local Sponsors!

THERE'S *SINGING!*

ZIV'S ANSWER TO RADIO'S BIG NEED FOR BOLD, NEW PROGRAMMING!

Write, phone or wire today for facts on how to put the Cantor name to work for you! Hurry!

WITH **JIMMY WALLINGTON** Eddie's favorite clowning partner!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

KWKH is the favorite station in portions of three states—yet we're the top-heavy local choice, too! Check our Hoopers for Metropolitan Shreveport against those of the four other stations (and *all three* other networks).

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

KWKH is tuned in by 22.3% more homes, daytime, than all other Shreveport stations combined! In *listeners-per-dollar*, KWKH tops the next-best Shreveport station *89.4%*!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

January 17, 1955 Vol. 48, No. 3

TV ALLOCATION THREAT SEEN IN TOP LEVEL DELIBERATIONS

Fate of tv channels 2 to 6 and fm may be decided in highly-technical planning involving President's Cabinet as well as ODM and FCC. There is strong likelihood that Congress will step in to block attempt to transfer allocations control from legislative to executive branch.

THE U. S. may be approaching a telecommunication crisis—an upheaval which at the extreme could affect even the newly reallocated television bands (both vhf and uhf) as well as fm.

Although such an extreme result is viewed as "fantastic" in some quarters because of the billions of dollars of public investment and social-political impact involved, developments in many areas point to rapid sharpening of the frequency crisis.

In focus particularly is the conflict of "dual authority" involved in government and non-government spectrum usage and the efforts for top-level policy direction to overcome and avert it. The signs:

• Possibility that within weeks the Cabinet-level committee studying overall telecommunication problems may recommend that the President establish the necessary high-ranking "direction" in some form, especially to arbitrate—if it cannot solve—the controversy inherent in growing military demands and the equally mushrooming non-government services.

• Reports that the military wants new vhf spectrum space to meet requirements of atomic era communications, possibly involving tv chs. 2 through 6 as well as part of the fm band, with tv services now there moving up into the uhf [CLOSED CIRCUIT, Dec. 27, 1954].

• Rumblings that the split television bands cause the "economic block" to proper development of the uhf channels and a "nationwide competitive television system," hence growing demands for an integrated tv system in one band, either all vhf or all uhf.

• Prediction that in spite of the impending White House attack on the broad allocation policy problems, a third Congressional inquiry may develop (possibly in the House, to offset the present Senate "monopoly" of two communication probes) which would explore the basic allocation issues for all services and the lack of policy coordination.

• Frequent citation of the startling growth of postwar non-broadcast and non-government services in bands near low vhf television and fm and realization such services still are on only the treshhold of their development and frequency needs.

• Recollection of occasional inquiry during the tv reallocation proceeding, by then FCC Chairman Wayne Coy, of the impact of eventual consolidation of tv in the uhf which might be required by growth of non-broadcast services, including military.

• Observation of counter-forces—technology and economics—at work which alternately accentuate and alleviate the spectrum crisis. Technology opens new spectrum regions and permits more efficient use of frequency bands now in use. But it also expands uses and thereby spectrum demand. Economics determine how soon, if ever, technological advances can become practical.

Hint of Things to Come

Just a hint of the problems and their scope were revealed last week by FCC in action on a non-broadcast matter that promises to make the old fm reallocation fight appear insignificant by comparison.

This was a notice of proposed rule-making to provide for split-channel assignments of vehicular radio stations in the domestic public, public safety, industrial and land transportation radio services. Frequency bands 25-50 mc and 152-162 mc are involved.

The FCC effort is to meet demands of the rapidly growing mobile services, but the solution will require tighter technical standards and obsolescence of countless valuable transmitting and receiving equipments now in use. These would be converted to the proposed new standards and amortized over periods up to seven years. Comments are due March 28.

Greater insight into the far-reaching implications is considered to have been expressed in a bi-partisan dissent to the majority's proposal.

Democratic Comr. Robert T. Bartley and Republican Comr. Robert E. Lee, taking issue with the consent accorded the proposal by Comrs. Rosel H. Hyde, E. M. Webster and John C. Doerfer, contended the plan will "complicate further some basic problems with which we are confronted today." Chairman George C. McConnaughey did not vote. Comr. Frieda B. Hennock was absent.

The "basic problem," as Comrs. Bartley and Lee see it, rests in the fact "that our present frequency allocation in these ranges provides for the intermixture of various government and various non-government services without a sufficient weighing of the relative overall public interest considerations for occupancy of these ranges of the spectrum."

Reciting also the plight inherent in not achieving a national competitive television service because of the four-way allocation split in tv channels (two lower vhf bands, upper vhf and uhf), they concluded the solution lies "in a general allocation proceeding, including the consideration of data as to government channel occupancy not now available to the Commission in its regular proceedings, which would have as its objective a sound, efficient and equitable allocation of frequencies as between government and non-government services.

COMR. BARTLEY COMR. LEE

"Such a proceeding as envisaged here would require the cooperation and support of the Executive Branch and the Congress. In this manner we may hope for an orderly and just evaluation and resolution of the present need for and occupancy of the spectrum," they said.

The dissent probes a historic wound that has never healed—the different and sometimes conflicting requirements, responsibilities and authorities of two realms of spectrum users: government and non-government.

Government frequency utilization, widely considered dominated by the military, involves full authority of the President to assign any frequency in the spectrum to any use deemed necessary for national security or vital public service. There is no requirement on the part of government users to justify their demands or practices.

Speculation by responsible sources puts government frequency usage and reservation at about one-half of the now practical radio-frequency spectrum. What is left over, FCC apportions among the swelling myriad of non-government users, including broadcasting, and according to precise procedures set forth by the Communications Act and the Commission's rules and regulations. Each non-government user fully and publicly must justify his requirements.

This basic conflict of dual authority and

Policy Study Available

COPIES of the comprehensive report by the President's Communication Policy Board on broad allocation conflicts and policy known as the "Stewart Report" still are available, it was announced last week by the Government Printing Office. Titled *Telecommunications, A Program for Progress*, the 1951 report may be purchased for $1 from Superintendent of Documents, GPO, Washington 25, D. C. Catalog No. Pr 33.13:T 23.

dual responsibility was recognized as early as 1922, when the then Secretary of Commerce Herbert Hoover called for formation of the Interdepartmental Radio Advisory Committee to provide a roundtable for voluntary give-and-take between government agencies on their frequency problems. IRAC continues to function today under the Office of Defense Mobilization stewardship and budget.

Below the special Cabinet committee level last week there appeared little indication that any major reshuffling of the spectrum might be underway. Under the National Security Act the ODM Director, Arthur S. Flemming, is coordinator of telecommunications within the executive branch of the government. The assignment comes within the scope of Assistant Director Harold M. Botkin.

Mr. Botkin also is chairman of the Telecommunications Planning Committee (TPC). Wartime management of telecommunications, technical inquiries and security come under this group.

TPC is making an inventory of all non-government facilities in overseas radio and wire communications and facilities under government control. This is to serve as the basis for an interim allocation plan covering overseas communication, to be followed by a more permanent allocation plan based on a full inventory of government facilities.

On Tuesday, the Justice Dept. was authorized to have a representative on TPC.

Another project is development of an emergency control plan for telecommunication. Standby orders will permit planning by government agencies for any actual emergency, along with execution of the plans. A priority list for restoration after a state of emergency will be set up later. New types of communication also are being studied on a classified basis.

IRAC, which includes members from nine government agencies using large chunks of the spectrum, reports to Mr. Botkin in its particular planning. The IRAC chairman is William Plummer. IRAC's three-fold job is to draw up and recommend policies, plans and actions covering use of radio frequencies by government agencies; to draw up plans in cooperation with FCC for war mobilization, covering the entire use of frequencies in the U. S., and to carry out treaty provisions at request of the State Dept., working with FCC.

IRAC already has submitted to President Eisenhower a proposed executive order assigning frequencies to government radio stations, the first complete assignment since 1928. It was made possible by a new machine record technique. In conjunction with FCC's records of assignment to non-government stations, a complete record of all assignments in the U. S. and its possessions is provided.

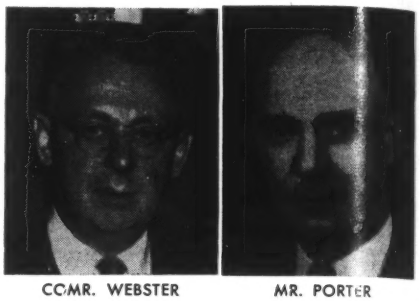
IRAC's war emergency allocation below 27.5 mc was completed for parts of this segment in 1953. A list of non-government assignments, which could be suspended under Sec. 606 of the Communications Act in case of mobilization, is being kept up-to-date. Some preliminary work has been done between 27.5 and 108 mc, it was indicated, based on war requirements of all federal agencies. A list of war requirements up to 400 mc also has been prepared for allocation studies, it was said.

Last Aug. 25 the President named a Cabinet Committee on Telecommunications Policy & Organization, with Director Flemming as chairman. Other members named were Secretaries of State and Defense. This is the group which is to develop a comprehensive statement of national telecommunications problems and submit recommendations designed to meet government objectives in public and private operations. It is to suggest organizational changes in the government to carry out telecommunications policies and action programs.

One official source assured B•T there is nothing taking place at this time that is likely to upset the commercial telecasting industry. "No lid is about to blow off and no fuse is burning," according to this source.

The frequency allocation problem was described as worldwide and full of interlocking snarls. The whole frequency spectrum is constantly under review, according to this source, which explained that civilian and military advocates constantly are "needling and jibing" in an effort to get space for desired services.

"The government would much rather try to move the Capitol and all federal buildings from Washington to an inland city than start upsetting commercial television development," the source explained, adding: "Unless, of course, someone can figure out a plan that won't obsolete present tv receivers."



COMR. WEBSTER MR. PORTER

Another source, however, affirmed reports that the military is casting eager eyes at the 50-100 mc area, particularly for air-ground communication in fleet units. This band is described as especially suitable for such communication. It is the heart of the present vhf tv band, embracing chs. 2-6.

Billions Involved

The experts pointed out that any radical upset in the commercial tv portion of the spectrum would involve billions of dollars in rebuilding receiving sets and transmitting equipment.

Assuming a 40-million set count at such a time, possibly half of all receivers would have to be junked. This would mean a loss of $4 billion, figuring $200 a set. If tuner replacement and antenna adjustments could be made for $100, the conversion cost to the public for 20 million sets would be another $2 billion.

Comr. Bartley last summer told the Senate Commerce subcommittee chairmanned by Sen. Charles E. Potter (R-Mich.) that tv's only chance for a national competitive system lies in a vhf-only system. He urged an *ad hoc* commission to study the overall problem, including military vhf spectrum uses, and report back to Congress [B•T, July 12, 1954, *et seq.*].

At the same time, Comr. Webster told the subcommittee the government frequency usage and practices would be a proper area of inquiry. It has been suggested that Comr. Webster did not join last week with Comrs. Bartley and Lee in their dissent to the mobile radio proposal since he is vice chairman of the ODM Telecommunications Planning Committee and it would be premature for him to express himself on broad policy considerations now under study at the higher level.

As early as September 1953 Comr. Webster, speaking at Sun Valley before the 14th District meeting of the NARTB, warned broadcasters of the threat to fm as non-broadcast services expanded and needed more frequencies. He urged them to make fuller use of fm services to protect their rights in that band.

President Truman in early 1950 initiated a coordinated approach to solving the allocation tangle when he named a temporary Communications Policy Board under the chairmanship of Dr. Irvin S. Stewart, onetime FCC Commissioner and now president of the U. of West Virginia. In early 1951, after intense study, the board made a detailed report on all facets of telecommunication development, the growth problems and policy requirements. The board recommended establishment of a permanent three-man telecommunications advisory board in the Executive Office to recommend broad national policy to be implemented through IRAC and a strengthened FCC.

A last alternative suggested was the creation

BARTLEY-LEE DISSENT TO MOBILE RADIO PROPOSAL

We dissent. In our opinion this Notice of Proposed Rule Making, attempting to alleviate the congestion of channel occupancy in the non-government land-mobile radio services by reducing channel spacing, may serve merely to complicate further some basic problems with which we are confronted today. These problems stem principally from the fact that our present frequency allocation in these ranges provides for the intermixture of various government and various non-government services without a sufficient weighing of the relative overall public interest considerations for occupancy of these ranges of the spectrum.

For example, as a result of the above-mentioned intermixture, we are compelled today to have a four-band television allocation (two lower vhf bands, upper vhf and uhf) located in widely separated portions of the spectrum. Consequently, it is fast becoming impossible to achieve a nationwide competitive television service, since the technical and economic obstacles faced by uhf under present television allocations are making it extremely difficult for uhf to compete effectively.

A further example of the problems created is the inefficient utilization of valuable portions of the spectrum brought about as a result of insufficient evaluation of the requirements *on a long term basis* of the various services. Thus, the 72-76 mc band, which lies between Channels 4 and 5 in television, has, in effect, been limited in its future efficient utilization. It is too narrow for television and, because of the susceptibility of television receivers to interference, it will be severely limited for other uses.

A further complication may be created in connection with even the "temporary expedient" here proposed. This action is merely a further commitment of this portion of the spectrum to the land-mobile services—insufficient, in our opinion, to accommodate their rapid growth for any substantial period of time. It is contemplated that considerable expenditures may be required for the acquisition of the necessary equipment to operate on these narrower channels. The proposal permits the amortization of existing equipment over a period of years. Therefore, it becomes apparent that attempts in the future to effect an overall reallocation will be faced with an obstacle of increased magnitude.

The solution to these problems, as we see it, lies in a general allocation proceeding, including the consideration of data as to government channel occupancy not now available to the Commission in its regular proceedings, which would have as its objective a sound, efficient, and equitable allocation of frequencies as between government and non-government services. Such a proceeding as envisaged here would require the cooperation and support of the Executive Branch and the Congress. In this manner we may hope for an orderly and just evaluation and resolution of the present need for and occupancy of the spectrum.

Following such a proceeding, the rule making here proposed would be more appropriate for enhancing efficient utilization of the spectrum and providing for growth and expansion of the various services.

by Congress of a "super FCC" above FCC and IRAC to assign frequencies for both government and non-government use, but this was explained to require fundamental changes in the Communications Act and had other features unfavorable to smooth functioning of the executive branch.

The Stewart group considered that in lieu of its recommended three-man advisory board, a single consultant might be chosen. Mr. Truman picked this latter course, naming Haradan Pratt as his Telecommunications Advisor in late 1951. Mr. Pratt served until mid-1953, when he was succeeded by attorney William A. Porter, who was named assistant director for telecommunications of ODM. Mr. Porter was succeeded by Mr. Botkin.

During his tenure, Mr. Porter reactivated the TPC, expanding it to include such agencies as Federal Civil Defense and U. S. Information Agency. Working panels also were formed.

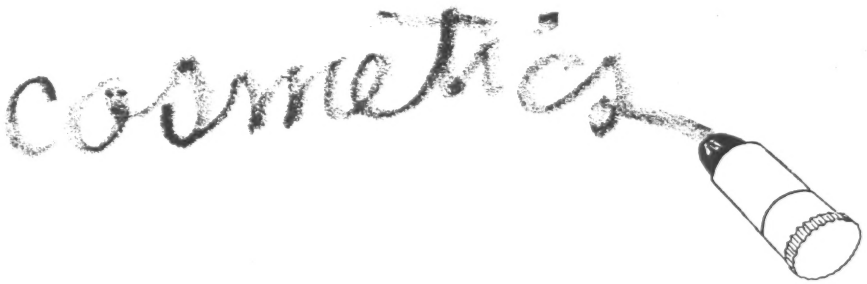
The Stewart group report is considered to be the only overall study of top-level allocation policy problems currently available to the public which fully treats the "dual authority" conflict involved in FCC-IRAC relationships. It represents the thinking of leading experts in both government and private industry.

Observers noted that while the report was issued when the tv reallocation plan was but a proposal, the board's conclusions respecting intermixture of vhf and uhf channels in the same market correctly predicted the resulting competitive plight facing uhf outlets.

Although FCC's mobile radio proposal is designed to ease frequency pressure through channel splitting technique, the notice pointed out that all services operating in the 25-50 mc band would be subject to continued international interference due to sporadic E and F2 layer propogation. This long-range disruption, which a decade ago caused removal of the fm broadcast band from that area, apparently can be quite severe, based on typical letters of complaint and other data released by FCC in the notice.

Consequently, the notice suggested that services "unable to tolerate such interferences should transfer their operations to higher frequencies not generally subject to international interference." The interference was noted to come from Europe, South America and Australia as well as Canada.

ADVERTISERS & AGENCIES



Sales reached their peak in 1954, with heavy use of tv. Leading companies, reporting on their 1955 advertising plans, indicate generally increased advertising budgets, with radio and tv slated to get a larger share of the budgets planned.

THE COSMETIC industry in 1954, the year of its greatest participation in television, saw sales rise to an all-time peak, with plans underway to increase further its outlays in radio-tv in 1955.

The four leading network spenders among cosmetic manufacturers in 1954 were Hazel Bishop Inc., Revlon Products Corp., Lehn & Fink Products Corp. and Andrew Jergens Co. which spent an estimated $15 million in radio and television last year, with a substantial boost in that total anticipated for the coming year.

Last week four others in the field—Helena Rubenstein Inc., Coty Inc., Lady Esther and Max Factor—were known to be planning imminent television spot campaigns, with another, Avon Products, already launched on its spot schedule.

In other areas of the industry, Elizabeth Arden and Consolidated Cosmetics will continue their radio participations, and Harriet Hubbard Ayer is considering a radio-tv campaign for late spring.

The individual breakdown on the companies follows:

Hazel Bishop, New York, largest television spender among the cosmetic companies, budgets approximately $6 million annually for advertising, most of which is funneled into tv. The company is currently going over its future television plans, which, it was understood, will include increases in spot announcement activity for its present products.

In addition, Hazel Bishop plans to bring out a new cosmetic item—a makeup compact—as yet unnamed, which will probably be introduced in late spring with a heavy spot campaign followed by network sponsorship.

Currently the firm sponsors three NBC-TV network shows: Sunday night "spectacular," a co-sponsor arrangement once every four weeks; *This Is Your Life*, alternate Wednesdays, and the *Martha Raye Show*, every fourth Tuesday.

The company is said to have the largest selling long-lasting lipstick on the market, exploited mainly on tv. The firm's sales in lipstick and nail polish alone during 1954 were estimated at approximately $12.5 million. Raymond Spector, New York, is the agency.

Revlon Products will spend some $10 million in 1955 which, it maintains, is the largest advertising budget ever devised for a cosmetic concern in a single year. Nearly $5 million of that budget will go into television.

Although the company declined to disclose figures, B•T learned the firm's sales for 1954 were approximately $38 million, said to be 20% more than in 1953. Revlon, which is the only privately owned major cosmetic manufacturer, expects a further sales rise of 15 to 20% in 1955.

Revlon Expands Programming

Revlon has just signed a contract with CBS-TV to sponsor *Public Defender*, effective in March, as well as *Danger* on CBS-TV and *Masquerade Party* on ABC-TV. William H. Weintraub Co., New York, is the agency.

Lehn & Fink Products (Dorothy Grey Products, Hinds Honey and Almond Cream), New York, will spend about $2.5 million in television during 1955. The firm has just signed to sponsor re-runs of *I Love Lucy*, effective April 17, on CBS-TV, Sundays, 6-6:30 p.m., according to Edward Plaut, president of the company. This buy is in addition to L&F's sponsorship of the *Ray Bolger Show* on 79 ABC-TV stations, Friday, 8:30-9 p.m. Lehn & Fink also is maintaining its heavy schedule of television spots and local programs across the country. The *I Love Lucy* re-runs will feature a selection of the best of those shows produced to date.

The company's overall sales for 1954 were estimated at $23 million. McCann-Erickson, New York, is its newly-appointed agency.

Andrew Jergens, Cincinnati, through Robert Orr & Assoc., New York, spends approximately $1.5 million a year in television. It now sponsors *First Love*, a daytime soap opera, five times weekly on NBC-TV, 4:15-4:30 p.m., and plans to continue sponsorship of the program through the year.

Helena Rubenstein, whose overall sales for 1954 were estimated at $21 million, is preparing to enter the television race with a tv spot announcement campaign, effective Feb. 1, for 26 weeks. The firm will place the one-minute spots in both day and evening periods in 25 major markets. Ogilvy, Benson & Mather, New York, is the agency.

Coty, New York, whose sales were said to be about $21 million for 1954, plans to increase its budget sharply in 1955. William F. Siegel, advertising director, said advertising plans call for an expenditure of $6 million this year, the largest advertising drive in Coty history. A minimum of 25% expansion in total sales is expected.

The firm will start a spot announcement campaign in 17 major tv cities and 5 major radio markets early in February. The announcements will be 20 seconds and one minute. Con-

"AS SEEN ON TV" headline of Dorothy Gray counter display stand is typical of the way cosmetic advertisers use point-of-purchase material to remind shoppers of the sales messages they received via tv.

tracts, placed through Franklin Bruck Adv., New York, will run for 15 and 20 weeks.

Lady Esther, Chicago, which had been participating on *The Morning Show* on CBS-TV during 1954, has recently appointed Dancer-Fitzgerald-Sample, Chicago, to handle its advertising budget of $1 million. A portion of that money will go into a television spot campaign starting in mid-January in 10 major tv cities. The campaign will probably run through April.

Avon Products, the only cosmetic firm whose products are distributed directly to homes rather than through stores, is said to have reached approximately $50 million in sales during 1954. The firm used a television spot campaign in Chicago and New York last year for the first time.

"The new use of television spot was successful," George Shine, advertising manager of Avon cosmetics, told B•T.

As a result of that success, the firm started a similar campaign on Jan. 9, months earlier than last year. The schedule will run for 13 weeks.

Elizabeth Arden, whose 1954 sales were said to be about $9 million, will continue to sponsor its New York participations on *Dorothy & Dick* over WOR and on *Marjorie Mills* in six New England NBC Radio stations. Agency for Elizabeth Arden is Kastor, Farrel, Chesley & Clifford, New York.

Max Factor, whose overall sales for 1954 were reported as $20 million, is preparing a 39-week spot television announcement campaign in major cities to start the last week in January. Doyle Dane Bernbach, New York, is the agency for Max Factor.

Harriet Hubbard Ayer, whose advertising campaign usually starts in March or April, is understood to be contemplating a radio-tv spot announcement campaign. Specific decision will probably be made late in February. The firm recently was sold to Nestle-Lemur Co. R. T. O'Connell Co., New York, is the agency.

Consolidated Cosmetics, Chicago, whose television budget ranges from $500,000 to $1 million, is currently continuing sponsorship of the *Bing Crosby Show* on CBS Radio but dropped *They Stand Accused* on DuMont Tv Network as of Dec. 30. Frank E. Duggan Adv., Chicago, is the agency.

Other recent buys include the purchase by Helene Curtis Inc. of *Professional Father* on CBS-TV Saturdays, 10-10:30 p.m. EST, for its Spray Net and Suave hair dressing. Program is aired live from Hollywood on 130-135 stations and is a CBS-TV package. It debuted Jan. 8.

The contract is for 52 weeks with the usual cancellation clauses. Spray Net is handled by Earle Ludgin & Co. and Suave by Gordon Best Co., both Chicago, which share the Helene Curtis account. Suave commercials open and close the programs, with Spray Net getting the longer mid-commercials. The program's production costs were said to run about $30,000 per week, but time charges for the station lineup were not immediately ascertainable.

PREVIEW

New style spots boost Miller's oldtime brew

FAVORITE SONGS of yesteryear, illustrated with live action silhouettes, are being utilized, starting this month, by Miller Brewing Co. in a radio-tv spot campaign designed to add an oldtime flavor to the brewery's 100th anniversary.

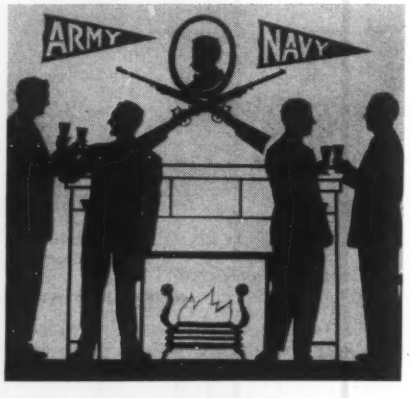
The commercials start with an old song, accompanied by "period" action shots, then move into narration as the beer itself is featured. They culminate with a parody of the old song dressed up with Miller's own words and supported with modern silhouette technique and action.

A total of 34 commercials are divided into three categories—musical, sports and historic, each showing one of the brewery's various processes. At times, lettering and logotypes are integrated into the spots.

Typical of the silhouette commercial are the stills from "While Walking Through the Park One Day" and "Auld Lang Syne," reproduced herewith.

Miller is embodying this relatively new film technique in tv commercials slated to debut Jan. 22 in some parts of the country and Feb. 1 in others. The tv spot campaign provides for a minimum of 300 commercials per week for 22 weeks in some 100 video markets—or a total of about 6,000 for about six months through June.

A similar campaign is being launched on radio with a companion set of commercials, using the same music. The spots were prepared through Miller's agency in Milwaukee, Mathisson & Assoc.



The radio transcriptions are open in the middle, providing for live announcements by the individual stations, and run 60, 30 and 20 seconds in length. The radio outlets have access to a book of suggested commercials proffered by the brewery.

The radio spots, to which the films were adapted musicwise, were purchased in markets in which Miller was unable to buy video time or where it felt that television doesn't reach enough viewers. Distributors also will use them in other than the 30 markets on their own sponsored programs.

The video announcements comprise 23 one-minute and 11 20-second films. They were bought in certain markets not running a Miller printed media schedule in the *American Weekly* and *Parade* Sunday supplements. The spots are adjudged to be flexible and will be seen on sports, disc jockey and other format shows.

Kicking off the special radio-tv spot campaign, Miller will hold a reception for its distributors in Milwaukee Jan. 22-23, showing a full-length full color Eastman film on the history of the firm, dating back to its genesis in Germany 100 years ago.

The decision to provide open-middles for the radio spots was prompted by Miller's recognition of different market problems involving the sale of beer by local dealers, and thus the spots are tailored to meet these obstacles by letting the local announcers come in with live copy.

Sponsor: Miller Brewing Co., Milwaukee, advertising Miller High Life Beer.
Agency: Mathisson & Assoc., Milwaukee.
Producer (for film): Jerry Fairbanks Productions Inc., Hollywood.
Music: Recorded by George Nelson Assoc., New York.
Markets: About 100 tv, 30 radio.
Starting Date: Jan. 22.
Narrator: Vincent Pelletier.
Estimated time costs: $600,000 for tv.

Lehn & Fink Names Three In Sales Reorganization

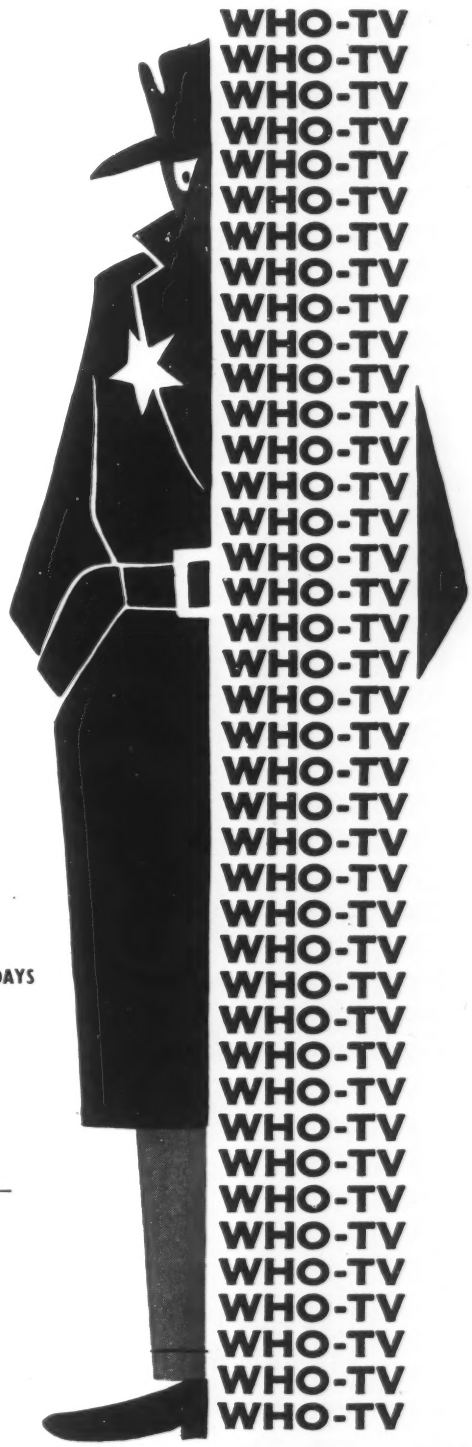
WILLIAM HAUSBERG, advertising manager of Lehn & Fink Division and Tussy Cosmetics, New York, last week was appointed head of Lehn & Fink Division's newly-merged advertising and merchandising departments as part of a major reorganization of that division's sales and promotion activities. He also will continue as advertising manager of Tussy Cosmetics.

Emanuel Goren, merchandising manager, has had his responsibilities broadened to include specific duties with respect to the division's advertising programs. Richard S. Seclow, formerly with an advertising agency where he specialized in sales promotion, has joined the company as assistant to Mr. Goren.

Sheppard Promoted By Grant

APPOINTMENT of Andrew J. Sheppard, heretofore general manager of the Grant Adv. Mexico City office, as vice president and assistant to President Will C. Grant was announced last week by the firm's Chicago office. Mr. Sheppard has been associated for the past seven years with Grant, which maintains numerous overseas branches and which, in 1954, according to B•T statistics, placed about $5.5 million in domestic U. S. radio-tv billings.

You just want the FACTS!


WHO-TV
WHO-TV
WHO-TV

ON THE AIR FROM 7A.M. TO 1A.M.

basic CBS shows + top ABC shows
+ ST. LOUIS' FAVORITE PERSONALITIES

ED WILSON
4:15 — 5:00 P. M.

TOM DAILEY
12:30 — 1:00 P. M.

GIL NEWSOME
5:00 — 5:30 P. M.

UNBEATABLE ENTERTAINMENT
AND

ZOOMING SALES

FOR YOU

you'll sell more...

in St. Louis on chann **4**

1,560,000 POPULATION
100,000 WATTS — OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

KWK-TV

CBS TELEVISION NETWORK

THE GROWING PAINS OF ADVERTISING

A TOP BBDO EXECUTIVE FINDS FAULT WITH CURRENT PRACTICES

ADDRESSING the Washington Ad Club Jan. 11, Charles H. Brower, executive vice president in charge of creative services, BBDO, New York, discussed the thought-provoking question: "Is Advertising Growing Up?" Excerpted below are some of Mr. Brower's views and suggestions.

LIKE other adolescents, we in advertising have our own secret language that only we can understand. We do even better—we have a secret language that even we cannot understand. Here are a few examples (out of justice to my own agency, I ought to say that I did not pick them up there):—

"Maybe if we put our heads together we can crystallize our thinking"

"They've thrown us the ball, now we've gotta run with it"

"The situation is this—it's the last half of the ninth and two men are out"

"Send up a trial balloon and see which way the wind is blowing"

"Let's fall out, regroup and hit it from another tack"

"I can't put my finger on it, but I don't think it'll go"

"We'll get this campaign back on the tracks just as soon as we house-break the ad manager—he's strictly a blue-sky boy"

"The little woman and I conducted a horse-back survey around the club this weekend and . . ."

Another sign of our adolescence is our yearning for conformity. We ask Mr. Gallup and Mr. Robinson and Mr. Starch to find out which magazine advertisements get the best reader mileage, and then we rush to imitate them. We ask Mr. Nielsen and Mr. Trendex and Mr. Pulse and Mr. ARB to tell us what tv programs are tops and then we do our best to imitate them. If all these rating services have their way—and if we all follow them devotedly enough, we will reach a day not too many years hence when all advertising is so scientifically perfect, and so exactly alike, that no one will ever bother to glance at it.

I simply do not understand why otherwise grown and intelligent people persist in believing that the opinion of a couple of hundred average Joe's is necessarily better than the opinion of a few trained people. It's against sense, and it's against history.

Age after age, step after step, it has always been the individual, sometimes aided by a few devoted followers, who has led mankind forward. It is the great mass of people who stand by, chanting that the horseless carriage will never replace the horse, and that if God had intended man to fly He would have given him wings.

This belief that the mass is wiser than the man, is the foundation stone of what many of us are pleased to call advertising research.

I am not against advertising research. I do not think that any man who is wide awake in advertising today can be against advertising research. I am all for it—and I hope we hurry up and get some. I just do not think that many of the little parlor tricks we use today qualify as research. And I am afraid that the pretense that we already have research may keep us from getting it.

If Christopher Columbus, the well-known sailor from Genoa, had applied modern advertising research methods to his proposed voyage, a consumer jury test would have told him in advance that the world was flat; depth interviews with expert seamen would have revealed the impressive monsters that awaited him hungrily at the end of the sea; motivational studies among his crew would have shown that they were only interested in money; Ferdinand and Isabella would have cancelled the appropriation; America would never have been discovered, and *you* would all be *Indians!*

True research as the word is used by physicists, biochemists, and other scientists looks forward to something new—and even to whole new fields of creativity. What we call research is nothing but semi-scientific hindsight. It looks backward to security, not ahead to adventure. All of advertising research either reports how people acted in the past under certain conditions—or it gives us the opinions of those people as to how they think they might act in the future—opinions themselves based on past experience.

One brewer discovered that he could make sales by claiming that his beer was less fattening than others. The rush for the quick buck started. The fact that the difference in caloric content between beers was so small that the government, through the Alcohol & Tobacco Tax Division of the Treasury Dept., tried to stop these claims, did not stop the gold-rush boys. Today millions of dollars are being spent calling people's attention to the fact that beer in general is fattening, but certain fortunate beers are less fattening—a doubtful industry asset. When today's dollar is earned at the expense of tomorrow's two dollars, sales figures may be no guide.

But what should we do about research? In the first place, I think we ought to walk a little more humbly, and be less certain that our answers are final, until we are somewhat more sure that we know what we are talking about. Then I think we ought to strive to weld our disjointed, fragmented, competitive, contradictory and inconclusive research methods—into something that we would all trust and rely upon willingly. There must be real research somewhere. And there must be some way that this $7 billion advertising industry of ours can get it without relying so much upon independent head-shrinkers and witch doctors . . . people who try to make up for the paucity of their facts by the drama of their presentation.

A good start has been made, of course, by the Advertising Research Foundation. Here the advertisers, the media and the agencies combine to perfect research. It sounds ideal, and it could be ideal if people in advertising really wanted research. But of the 3,000 national advertising agencies, only 67 support it. Of the 13,500 national advertisers, only 59 support it. The group is working hard to raise $125,000 for a special project.

Here is the place to start—with the ARF—unless everyone is satisfied with what we have now. And honestly, my friends, how could you be?

I can assure all the creative men here that research—even when it grows up—will never be your rival. Research will always be the airport, never the plane. It will always be the flight map, never the joy of flight. At best, it will be the rules, never the fun of the game.

COMPTON NAMES NEW ADMINISTRATORS

Barton A. Cummings is the new president and Robert D. Holbrook, formerly president of the firm, advances to chairman of the board.

ELECTION of a new board chairman, president and other officers and directors at Compton Adv., New York, was announced last week.

Barton A. Cummings, vice president and director, was elected president of the agency, succeeding Robert D. Holbrook, who becomes chairman of the board.

At the same time, other officers and directors were named in a move described by Mr. Holbrook as "carrying out a long-standing Compton policy of developing able executives for more important positions in the agency as their work and talents demonstrate their ability."

MR. HOLBROOK MR. STRUBLING MR. CUMMINGS MR. SEAMAN MR. FLEMING

John K. Strubling Jr., executive vice president, is the new vice chairman of the board, with Alfred J. Seaman, creative director of the agency, succeeding him as executive vice president.

C. James Fleming Jr., a vice president and member of the board, becomes a senior vice president of the agency.

Newly-elected members of the board are: Henry Bankart, Willard Heggen and Olin A. Saunders, all of whom are vice presidents and account supervisors.

Pointing out that Compton's billing has more than doubled since 1946, Mr. Holbrook asserted that the new officers and directors have "played a significant part in the progress of the agency."

As chairman of the board, Mr. Holbrook will continue in the active management of Compton. Mr. Holbrook, who became president in 1946, joined the Blackman Co., predecessor of Compton, in 1933.

Mr. Strubling, new vice chairman of the board, joined Compton in 1939. He was elected to the board in 1950 and became executive vice president in 1951.

Mr. Cummings, the agency's new president, joined Compton in 1947 as an account executive. He became a vice president and account supervisor in 1950 and a director in 1952. He has been in charge of several brands made by Procter & Gamble and has participated in agency management.

Mr. Seaman, new vice president, has been with the agency since 1946, and is head of Compton's creative department. He was elected a member of the board last November.

Mr. Fleming, elected senior vice president, joined the firm in 1944. He has been an account supervisor for various brands of the Procter & Gamble Co. and the Personal Products Corp., as well as participating in management. He became a member of the board in 1953.

The new members of the board — Messrs. Bankart, Heggen and Saunders—respectively joined Compton in 1945, 1944 and 1953 as account supervisors.

32 Years in One Night

IF SHAKESPEARE'S "Macbeth" played to capacity houses in an average-sized theatre, the production would have to run for 32 years to equal the audience reached Nov. 28 when the play was telecast. This estimate was given last week by A. C. Nielsen Co. which rated the program at 25.5, meaning 6,449,000 homes reached. "Macbeth," starring Maurice Evans and Judith Anderson, was produced in color on *Hallmark Playhouse* (NBC-TV, 4-6 p.m. EST).

Spot Radio Crusade To Finish March 31

SRA President Young sees overlap in work of Crusade and of RAB and urges more stations to join the latter.

TWO-YEAR-OLD Crusade for Spot Radio, financed by stations and conducted through Station Representatives Assn., will end on March 31, its principal purposes to be served by the stepped-up activities of Radio Advertising Bureau [CLOSED CIRCUIT, Jan. 10].

Plans for the Crusade's termination are being announced today (Mon.) by Adam J. Young Jr., head of the station representation firm bearing his name and new president of SRA, who at the same time urged stations which are not members of RAB to reconsider joining that organization.

The Crusade currently has 315 members, of which approximately 115 are not members of RAB. Mr. Young said the Crusade Advisory Board had sent letters to Crusade members advising them of the imminent discontinuation of the project and suggesting support of RAB by stations that are not already RAB members.

Reg Rollinson, who has directed the Crusade for Spot Radio, will continue with SRA for the time being, authorities said.

Increasing need for carrying the story of spot radio to advertisers and agencies through specific proposals was stressed by both Mr. Young and RAB President Kevin Sweeney. Mr. Young said:

"The RAB's expanded national-level sales program which calls for more than 200 specific presentations monthly accomplishes the major purpose for which the Crusade was instituted.

"With RAB's greater financial resources and manpower behind the program, we feel that stations which supported the Crusade but which have not heretofore been members of RAB can reasonably shift their memberships from the Crusade to RAB. In addition, by discontinuing the Crusade we will eliminate any overlap in function which might otherwise have developed."

Mr. Sweeney said: "Without any diminution of our efforts on behalf of the other parts of radio—network and local—we have been steadily stepping up our efforts during the past 18 months to get national and regional advertisers started in radio through specific spot proposals.

"This activity, which now occupies a good share of the time of about half of our staff, has been made possible by a steady increase in station membership in RAB. The additional funds that will become available when those stations which have supported the Crusade but have not been members of RAB join our organization will make an immediate, substantial increase in these efforts possible."

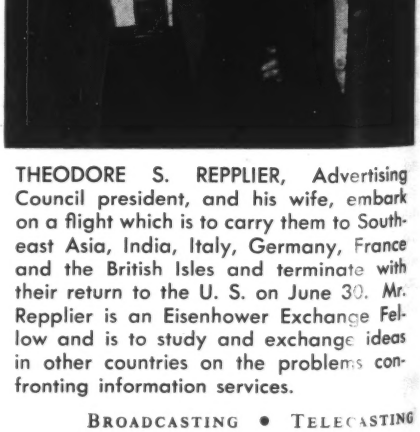
Crusade dues, for each station, were the equivalent of the station's one-time daytime minute rate per month. RAB station membership dues are the station's one-time daytime hourly rate per month. RAB membership is reported as 850 plus, consisting largely of stations but also including networks, representation firms, and allied organizations.

Broadcaster-Brewer Unity Against Adv. Curbs Urged

BREWERS must stand with broadcasters and other representatives of industry in fighting "unfair or unnatural control or limitation of the advertising of legal products," NARTB President Harold E. Fellows told the U. S. Brewers Foundation last week at its Miami Beach meeting.

Mr. Fellows reviewed problems centering around the Bryson Bill (HR1227), which would limit advertising of alcoholic beverages on radio and tv. "To say that beer, an accepted and legal product, must not be advertised, or must be advertised under the impress of artific-

(A&A continues on page 58)



THEODORE S. REPPLIER, Advertising Council president, and his wife, embark on a flight which is to carry them to Southeast Asia, India, Italy, Germany, France and the British Isles and terminate with their return to the U. S. on June 30. Mr. Repplier is an Eisenhower Exchange Fellow and is to study and exchange ideas in other countries on the problems confronting information services.

BROADCAST COVERAGE:

AS AN AGENCY LOOKS AT IT

JULIA BROWN

JULIA BROWN, whose remarks at last week's Radio-Television Executives Society timebuying and selling seminar are excerpted below, is director of media research at the Compton Adv. Agency in New York. She was appointed to that position in 1951 after experience in timebuying and market research. Miss Brown joined the agency in January 1938 in market research. In 1943, she shifted to the media department where she did radio research and, in 1945, headed a "media detail group" which included a training program in research for returning war veterans. She was made a timebuyer in 1947. She is a member of the Radio-Tv Research Council and of the American Marketing Assn.

THERE has never been one single standard for coverage in the broadcast industry. Actually, this is perfectly understandable, because coverage, *per se,* is used for so many different types of media evaluation.

Coverage can mean the intensity of a station's signal, or it can mean the degree of a station's penetration. It can determine the extent of a media plan by markets or by sales territories. It must be defined in order to determine where coverage is lacking. Coverage is needed for station evaluation and selection and, in some instances, must be tied in with marketing strategy.

Coverage, as we define it, is the area in which people can receive the signal of the station and do listen or view the station on some kind of a regular basis. Thus, the primary or effective coverage area of a station is the area in which we may assume that most people can and do hear or see the station.

If we wanted to be able to develop sound coverage areas for all radio and television stations, we should have an up-to-date county-by-county survey showing the per cent of homes that listen to or view each station with some degree of frequency. Unfortunately, this type of study has not been made since 1952, when Nielsen conducted its coverage study and the Standard Audit Measurement, commonly called SAMS, was made. These studies still are valid for the majority of the radio stations but, unfortunately, the 63 pre-freeze tv stations which were on the air at that time have almost, without exception, changed power, antenna height, or channel position, and therefore the 1952 data can no longer pertain to television coverage.

The NCS and SAMS studies were a ballot interview showing the per cent of homes that listened to radio stations, day and night, at least once a week. These per cents cannot be used as an absolute measure of program popularity or station popularity, nor can they be used as an absolute measure of the per cent of homes which actually listen to the station on any regular basis. Subconsciously, program popularity must have entered into the respondent's mind when he listed the stations listened to regularly. Therefore, the figures derived from the study may be inflated or deflated depending upon whether the station carried programs that were uppermost in the respondent's mind at the time the ballot was filled in. These figures also cannot be used as an indication of the share of audience of the stations in a particular county as they do not relate to any one program but merely to total unduplicated listening within a given period.

Many will say that television has affected radio to such an extent in the last three years that the 1952 figures are no longer valid. However, we believe that if the NCS and SAMS data are used to define a coverage area rather than to determine the actual size of the station audience, there is absolutely no reason why the 1952 data are still not true today.

However, the 1952 data are out-of-date for stations which have changed power and frequency, have had a change in network affiliation or for new stations which have come on the air in the last three years. For these stations, it is necessary to develop coverage patterns based on an engineering concept. We like to consider the 0.5 millivolt area as the primary coverage area of a radio station. This must be calculated according to its power, frequency and the ground conductivity in its service area. Many stations have these maps available. When there is no map available, it is necessary for the agency to calculate the coverage area.

There are two types of coverage data which all of us are plagued with from time to time. These are mail maps and miscellaneous coverage claims by the stations. Usually these are put out by over-zealous station managers or promotion people who are trying to claim all outdoors for their station to be able to get more business. Mail maps, we believe, do not indicate a station's true coverage area. On any type of mail promotion, it has always been felt that those who write in (whether it be just a fan letter or whether it be for a special offer) are a different type of person than the majority of listeners and are, therefore, not typical of the entire audience of the station. Further, mail offers are influenced too much by the personality making the offer, the type of offer, and the time that the offer was made. We have seen mail maps that claim coverage from such distant areas that only freak signals would possibly have been received by those writing in. Others show coverage in areas where local rating services do not show any listening. For all of these reasons, we do not believe that a mail map is any indication of a station's coverage area. (This holds true, of course, for television as well as radio.)

On the other hand, other coverage maps are shown to us by station men which are based on a combination of enginering, proof of performance and local rating services. These, when well documented, can certainly be used for station coverage since they show the area in which people can listen to the station and in which there is good evidence that people do listen to the station. (Again, these comments apply equally well to television as radio.)

There is absolutely no television data today which show county by county the per cent of homes that can and do view television stations. Some of the networks have this data in one form or another for their own affiliates but cannot or will not supply it to agencies and advertisers for individual stations (mainly, we understand, for political reasons). The networks will, however, show us the total

coverage area for a specific station lineup, but this does not help us in determining the coverage of any one station (either on a spot or network basis) nor does it tell us how much duplication exists between stations on the lineup.

Advertisers are spending vast sums of money today in television, but the broadcasting industry is reluctant to support a survey which will show these advertisers what kind of coverage they are getting. We believe that the burden of proof is on the networks and the stations and that they should supply the advertisers and agencies with good sound television coverage data.

In the absence of any available method for determining the "can and do" area for all television stations, we must rely on an engineering concept to define a television station's primary coverage area. The one that we believe is the best measurement is the FCC definition of Grade B area. This is an engineering concept of signal strength and is defined by the FCC as the area in which an acceptable signal is available to the average home in 50% of the area 90% of the time. This can be determined according to formula, given the effective radiated power, antenna height above average terrain, and channel number. In many cases, these maps (for current operating conditions) were filed with the FCC at the time the application for the station was made. In other instances, however, a station is now on a higher power, has changed its transmitter location, or is using a different height tower than that filed with the original application. If no map is available under these circumstances, we have found the Headley-Reed slide rule invaluable. This slide rule translates the engineering formula based on power, antenna height, and channel number into the FCC definition of Grade B service area, so that it is possible to determine the Grade B service area of the station. The coverage area, so determined, has to be a circle. Topography, of course, has a great deal to do with a station's coverage area, but it is impossible for the layman to translate the Headley-Reed slide rule circle to a topographical map.

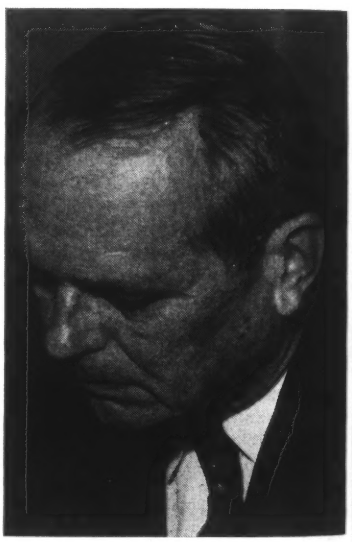
We do have several "do view" sources available to us which enable us to define more accurately a station's coverage area. These include the local rating surveys such as ARB, Hooper, Pulse and Videodex, and also the ARB and Videodex uhf studies. Once information from local rating and uhf studies are combined with engineering maps, we have a "can and do" definition of a station's coverage area.

Television stations are making as many and possibly more exaggerated coverage claims than radio stations and certainly are pressuring agency timebuyers to a much greater extent. Thus, as in radio, it is necessary to weed out the promotional color from station claims before we can get anywhere near a sound definition of a station's coverage area. However, all stations' stories should be listened to. Many times they have data not available anywhere else (such as independent surveys and information from local television service men.) These are certainly important and should not be overlooked in deciding a station's coverage area.

In summary, it is evident that there is no one method for determining station coverage and, therefore, as in all media decisions, it is probably necessary to use logic and common sense to almost as great an extent as engineering data and statistical surveys.

TELEVISION COVERAGE:

AS AN ENGINEER DEFINES IT



T. A. M. CRAVEN

BROADCAST coverage problems are no novelty to Comdr. Tunis Augustus MacDonough Craven, former FCC Commissioner, FCC chief engineer and Navy communications officer. Testifying in the early 1930's at a hearing before the Federal Radio Commission (predecessor to the FCC), Comdr. Craven was the first to point out that a radio station's coverage was dependent on its frequency as well as on its power and that stations assigned to opposite ends of the standard broadcast band had quite different coverage patterns.

ANY USER of advertising would like to know in advance just what results his expenditures will produce. This being an imperfect world, no such complete answer is possible; all the buyer can do is analyze all the information at his disposal before the campaign begins and estimate its probable results on the basis of this analysis.

When the medium is television, an important part of the buyer's advance information is the coverage of the station or stations he is considering using. Stations base their estimates of coverage on requirements set by the FCC for Grade A and Grade B service. These requirements are stated in terms of engineering measurements, terms which the timebuyer needs to understand if he is to know what coverage he is buying. What follows is an attempt to explain these technical requirements in non-technical terms.

Grade A service is service with a relatively high value of signal intensity. This means that when a Grade A signal is available to a receiver, the picture is clear, vivid, steady and, in general, free from bars, flip-flopping, "snow" or other unattractive features. The picture signal is easy to tune in.

Grade B service, with a relatively low value of signal intensity still offers good coverage in the suburbs and the surrounding rural areas. Some fading may occur, particularly at long distances from the transmitter, but rural area residents generally will have little trouble from the ghost images that plague big city dwellers when signals are ricocheted off neighboring buildings and reach the set later than the direct signals, to produce the ghostlike effect.

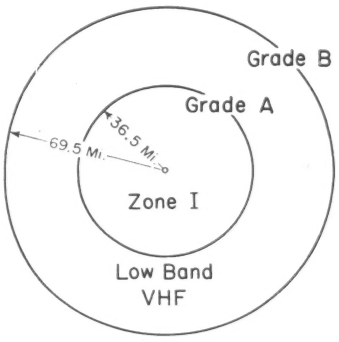
The limits of Grade A and Grade B service can be represented on a map by contour lines enclosing the service areas. The FCC concept of the extent of Grade A coverage is an area at whose outer limits a signal considered satisfactory by the average viewer may be expected to be available to 70% of receivers at least 90% of the time. In the case of Grade B service, the FCC figures are 90% of the time at 50% of the receiver locations.

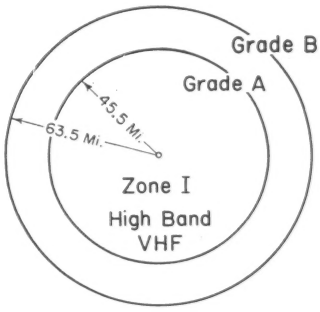
These are minimum standards to the Commission (although not necessarily to viewers, who seem able to watch with pleasure programs of picture quality too low to be accepted to people living in areas of better reception). As one moves in from the outer edges of the service areas towards the transmitter, the received signal intensity increases; that is, the specified grade of service, A or B, is available to more tv homes more of the time.

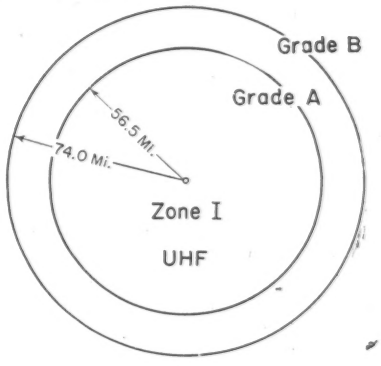
It is possible to estimate the coverage of a tv station according to an FCC formula which indicates how far a signal would reach if broadcast on a certain frequency, at a certain power, from an

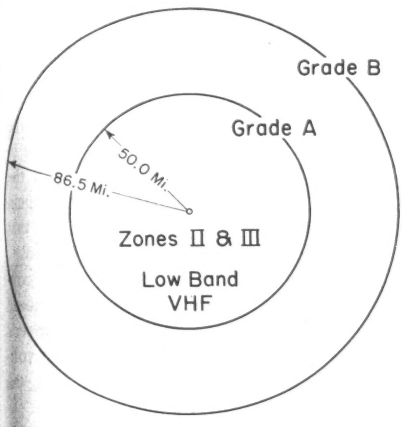
COMPARISON OF TELEVISION COVERAGE OVER SMOOTH TERRAIN

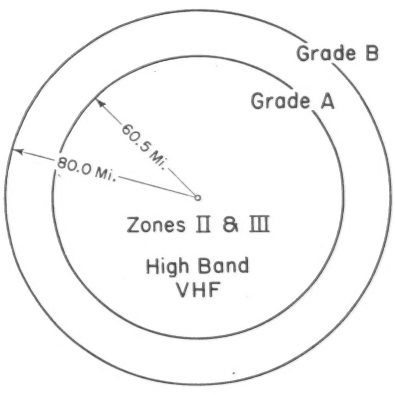
MAXIMUM PERMISSIBLE POWERS & ANTENNA HEIGHTS

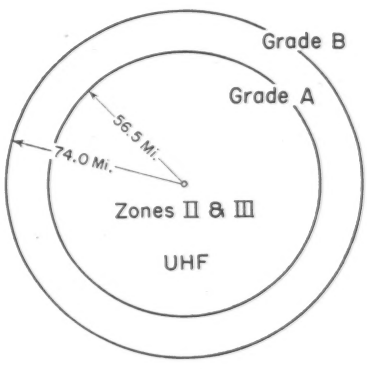




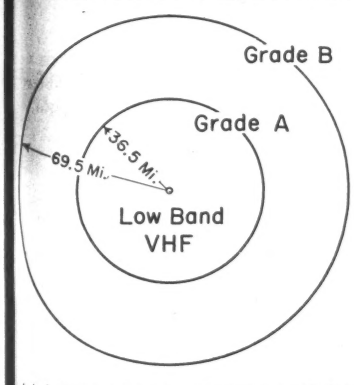


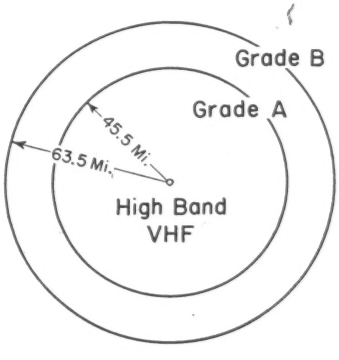


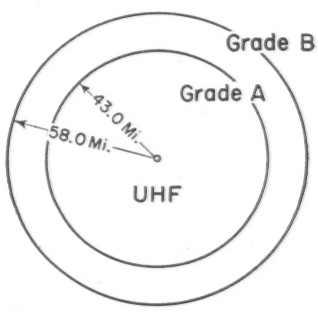




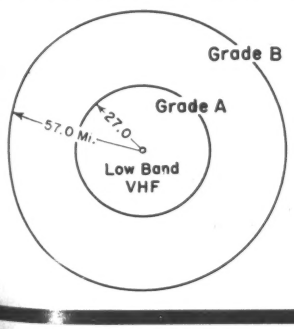
MAXIMUM PERMISSIBLE POWERS WITH AN ANTENNA HEIGHT OF 1,000 FT.

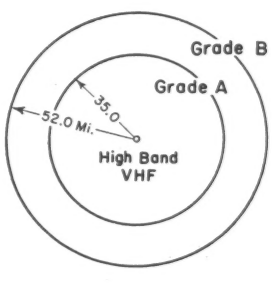


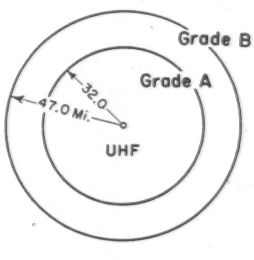




MAXIMUM PERMISSIBLE POWERS WITH AN ANTENNA HEIGHT OF 500 FT.







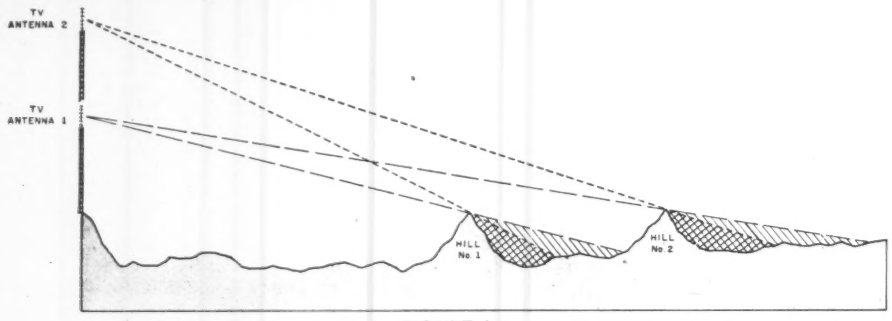


FIGURE I

antenna of a certain height, over a smooth terrain. Such an estimate is useful only as a starting point, however, and must be modified if the station is located in hilly or mountainous territory. Where it can be had, insist on measured, rather than estimated, coverage information.

Radio waves of the frequencies of the standard broadcast band (550-1600 kc) tend to follow the curve of the earth and to flow over or around obstructions, with the topography of the landscape having only minor effect on their reception. But in the tv frequencies (the lowest tv frequency is more than 30 times the highest am frequency, the waves travel in virtually straight lines, like light waves, and are blocked when an obstacle comes between the transmitting and receiving points.

Propagation of a tv signal (engineering talk for the way it spreads out from the transmitter) is better on vhf channels 2-6 than on vhf channels 7-13 and these in turn are superior to the uhf channels, 14-83. As the channel number increases the adverse shadow effect of hills and buildings, and even trees, becomes increasingly more noticeable.

Recognizing these differences, the FCC has defined grades of service in terms of signal intensities, which have lower values for channels 2-6 than for channels 7-13, with those in turn lower than channels 14-83. However, in so doing, advantages in coverage accrued to the lower channels. Therefore, the Commission has attempted to equalize these differences by permitting the use of more power and taller antennas (which clear the hills and decrease the shadow) by stations on the higher channels.

The FCC rules and their estimated effect on smooth terrain are indicated in Table I. It will be noticed that the height of vhf antenna towers is limited to 1,000 feet in Zone I (the thickly populated northeast and northcentral parts of the country), whereas in Zones II (everyplace not in Zone I and III) and III (the coastal area of the Gulf of Mexico), they may rise to twice that height.

The powers shown in Table I are effective radiated powers which are the transmitter power multiplied by the gain of the antenna. In effect the signals radiating from the antenna are focused into a circular plate, going out horizontally in all directions from the antenna but not shooting up into the sky, where they would be wasted. Different antenna designs produce apparent gains of from 3 to 50 times the transmitter power. Vhf stations with only 20-25 kw transmitter powers can attain ERP's of 316 kw; uhf stations with transmitter powers of 25 kw can achieve ERP's as high as 1000 kw.

The effect of power on tv station coverage is shown in Table II, which uses uhf channels as illustrations, although a similar effect is also achieved on vhf channels. By increasing the ERP from 1 kw to 1000 kw, the radius of Grade A coverage is extended from 9 miles to 43 miles. Grade B coverage would similarly be extended from 16.5 miles for 1 kw power to 58 miles for 1000 kw.

The antenna heights indicated in Table I are heights above the average elevation of the terrain within two to ten miles of the transmitter antenna and do not indicate height above ground. In mountainous country, for example, an antenna could be located on a mountaintop several thousand feet above the valley below it without exceeding the maximum height allowed by the FCC. In level country, where tall towers must be built to obtain maximum coverage, the antenna height above the ground and above the average terrain are more nearly the same.

Increasing the height of the antenna is an even more effective way of extending the station's coverage area than increasing its power. This is illustrated in Table III, based on 100 kw ERP on chs. 2-6. The effect of antenna height on other channels is similar.

As the table shows, increasing the antenna height from 100 feet to 2,000 feet extends the radius of the Grade A contour (border line around the Grade A coverage area) from 13 miles to 50 miles. Grade B coverage would be extended from a radius of 36 miles at 100 feet to 86 miles at 2,000 feet.

The chart on the opposite page shows the Grade A and Grade B coverage areas of low band vhf (ch. 2-6) stations, high band vhf (ch. 7-13) stations and uhf (ch. 14-83) stations, all operating with maximum power allowed by the FCC, but at different antenna heights.

Antenna height is of greater value than power in overcoming the adverse effect of shadow areas, as is shown in Figure 1. If antenna 1 is used, the entire area behind each hill is in shadow (with little or no reception), whereas by using antenna 2 the shadow area is cut in half. An increase in power might be of some assistance in the case of antenna 1, but the improvement would be insignificant as compared to that obtained by increasing the antenna height.

There is one more term of tv station coverage measurement the timebuyer should know: decibel (db), which is the engineer's way of expressing ratios of power and voltage (signal intensity). For example, the

TABLE I

Tv Station Coverage Areas with Maximum Power and Antenna Height

Channels	Maximum permissible Power	Maximum permissible Antenna height	Estimated radius of contours Grade A	Estimated radius of contours Grade B
		(Zone I)		
2- 6	100 kw	1000 feet	36.5 miles	69.5 miles
7-13	316 kw	1000 feet	45.5 miles	63.5 miles
14-83	1000 kw	2000 feet	56.5 miles	74.0 miles
		(Zones II and III)		
2- 6	100 kw	2000 feet	50.0 miles	86.0 miles
7-13	316 kw	2000 feet	60.5 miles	80.0 miles
14-83	1000 kw	2000 feet	56.5 miles	74.0 miles

TABLE II

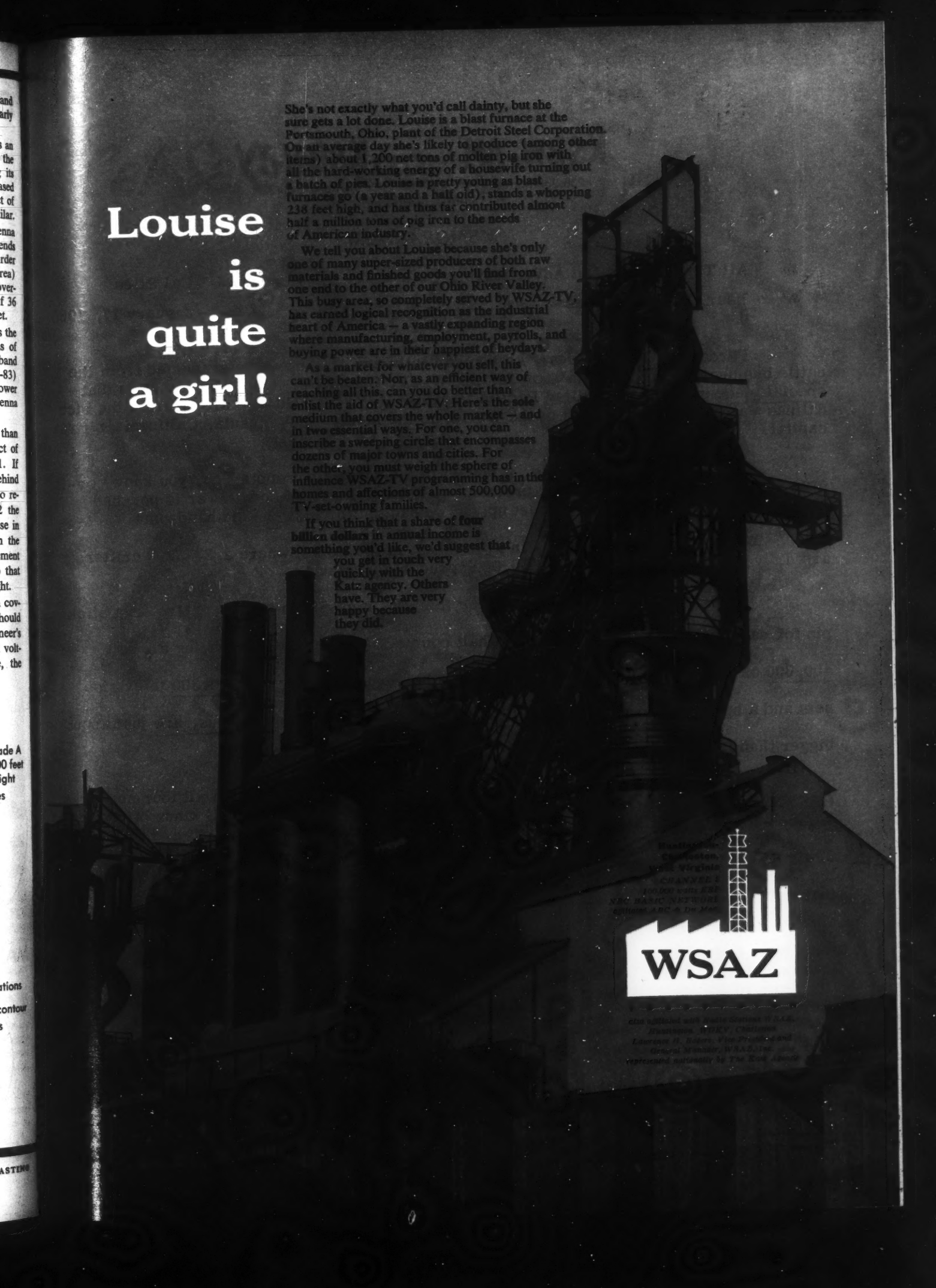
Effect of Power on Coverage of Uhf Tv Stations

Effective power	Radius to Grade A contour at 1000 feet antenna height
1.0 kw	9.0 miles
5.0	14.0
10.0	16.5
25.0	20.5
50.0	24.0
100.0	28.0
200.0	32.5
316.0	35.0
500.0	38.5
1000.0	43.0

TABLE III

Effect of Antenna Height on Coverage of Low Band Vhf Tv Stations

Antenna height	Radius of Grade A contour
100 feet	13 miles
200	17
300	21
500	27
750	32
1000	36.5
1500	44.0
2000	50.0


Louise is quite a girl!
She's not exactly what you'd call dainty, but she sure gets a lot done. Louise is a blast furnace at the Portsmouth, Ohio, plant of the Detroit Steel Corporation. On an average day she's likely to produce (among other items) about 1,200 net tons of molten pig iron with all the hard-working energy of a housewife turning out a batch of pies. Louise is pretty young as blast furnaces go (a year and a half old), stands a whopping 238 feet high, and has thus far contributed almost half a million tons of pig iron to the needs of American industry.
We tell you about Louise because she's only one of many super-sized producers of both raw materials and finished goods you'll find from one end to the other of our Ohio River Valley. This busy area, so completely served by WSAZ-TV, has earned logical recognition as the industrial heart of America — a vastly expanding region where manufacturing, employment, payrolls, and buying power are in their happiest of heydays.
As a market for whatever you sell, this can't be beaten. Nor, as an efficient way of reaching all this, can you do better than enlist the aid of WSAZ-TV. Here's the sole medium that covers the whole market — and in two essential ways. For one, you can inscribe a sweeping circle that encompasses dozens of major towns and cities. For the other, you must weigh the sphere of influence WSAZ-TV programming has in the homes and affections of almost 500,000 TV-set-owning families.
If you think that a share of four billion dollars in annual income is something you'd like, we'd suggest that you get in touch very quickly with the Katz agency. Others have. They are very happy because they did.
WSAZ

KSBW-AM KSBW-TV

238 John Street Phone 2-6422
Salinas, California

MEMORANDUM

To: All Time Buyers and Advertisers *From:* Cal Sales

Subject: Your California Sales *Date:* January 17, 1955

Pardner, I'm Cal Sales! As you can tell from looking, I've graduated from the cattle business -- I'm punchin' now for KSBW-TV, Channel 8. Our home range is that special piece of California called Pacific Paradise -- "Seven Cities" strung from the rich Salinas Valley, The Salad Bowl of the World, to the Monterey Peninsula, California's first capital.

Speaking of Can Can Girls, if you go to the same night spots I do, you know coverage is mighty important. Well, brother, we got it! First off, our tower is perched high in the Coast Range -- 3,777 feet up, so we can spit high, wide and handsome.

We can cover ten counties in all (richest in the world) where 2,267,400 critters are daily stampedin' with $4,197,050,000 spendable income.

But my pride and joy is the "Home Ranch", my "Seven Cities". (I wear a stick pin for each one). This is four and one-half counties - unduplicated, housing almost 400,000 of the fattest, richest critters in the whole world. They have 96,300 television sets and a spendable income of $712,000,000. They, plus the above bonus, are just about bigger than the gold rush of '49.

But back to the CAN CAN GIRLS! KSBW-TV's got 'em -- from all four networks, CBS, NBC, ABC, and DuMONT. In fact, with four networks, we have all kinds of programs. We kick off each year with the Cotton and Rose Bowl Games on January 1st, and by the time we go through Godfrey, Lucy, Burns and Allen, Benny, Toast of the Town and Jack Webb, 52 times each, salt and pepper 'em with our own stars, plus the host of other highlites from the four nets -- we have these critters out here talking to themselves. They'll tell you that we're the greatest TV station in America. (Course, they don't hardly see no others).

That's cause this is a mighty big state! 800 miles long! And, we're a far piece from them big cities -- 107 miles south of San Francisco. You just can't cover your California sales here without KSBW-TV. So remember "8" will get you "Seven". (With "8", you roll a natural everytime!)

Now, come to see us -- we'll show you the gol-darndest country you ever saw, growing like a weed, spending like a drunken cowpoke, and watching Channel 8 like a hawk.

Jim Fletcher and the Hollingbery boys can tell you more.

Cal Sales sez...

FCC expresses Grade A and Grade B contours in terms of decibels above one microvolt per meter (dbu) and powers in terms of decibels above or below one kw (dbk). Like the nearly forgotten logarithms of our college algebra days, decibels are expressions of ratio; in fact, as used here, decibels are expressions of logarithmic ratios. And, as was the case with the log tables in the back of the algebra book, the decibel table, Table IV, is a handy reference whether one understands exactly what a decibel is or not.

Table IV indicates signal intensity contours for various grades of tv service in terms of both decibels (dbu) and microvolts per meter, the latter term familiar from standard broadcasting where it is used to show the coverage of radio stations. For example, the daytime coverage of a standard broadcast station might be the area contained within the 500 microvolt per meter contour. In tv language, this would be 54 dbu. A radio station's nighttime coverage might be the area contained within the 2,500 microvolt per meter contour, which in tv terms would be approximately 68 dbu.

The way the Commission has taken into account the performance differences between the various channels is also illustrated in Table IV. Good quality city service (acceptable picture quality without an outside antenna, despite street cars, neon signs and other sources of interference), for example, requires a signal intensity of 80 dbu from uhf stations, 77 dbu from high band vhf stations, but only 74 dbu from low band vhf stations.

It should be remembered that the FCC's "smooth earth" coverage estimates for the three classes of tv stations, operating with various effective radiated powers and at various antenna heights, are theoretical approximations which can be radically affected by mountainous countryside or metropolitan clusters of skyscrapers which get in the way of good reception. It should also be kept in mind, that while the quality of tv service is for a specified percentage of time at a specified percentage of locations along the outer edge of the service area, there may be locations within the area for which the service is above or below that specified for the contour.

In general, however, the rule for tv is the same as that for radio: the closer the receiver is to the transmitter, the better the quality of service will be.

TABLE IV

DECIBELS

POWER			SIGNAL INTENSITY			
DBK		Kilowatts	DBU	Microvolts per meter		Contour grade
Approx.	Exact			Exact	Approx.	
—3.0	—3.01	0.5	40	100	100	
0	0	1.0	47	224	200	B-Chan. 2-6
+3.0	+3.01	2.0	56	631	600	B-Chan. 7-13
+7.0	+6.99	5.0	64	1585	1500	B-Chan. 14-83
+10.0	+10.00	10.0	68	2512	2500	A-Chan. 2-6
+13.0	+13.01	20.0	71	3548	3500	A-Chan. 7-13
+14.0	+13.98	25.0	74	5012	5000	A-Chan. 14-83*
+17.0	+16.99	50.0	77	7079	7000	City Serv. Ch. 7-13
+20.0	+20.00	100.0	80	10,000	10,000	City Serv. Ch. 14-83
+25.0	+25.00	316.0				
+30.0	+30.00	1000.0				

*Also City Service Channels 2-6

NEW ANGLE TO TV COVERAGE:

COMING IN THE BACK DOOR TO COVER A MAJOR MARKET

by Earl B. Abrams

"AREA versus single market coverage" is the tv equation certain to figure significantly in trade and regulatory councils in the weeks immediately ahead. Events since the lifting of the big freeze in 1952 point up what has happened, and it was not wholly what had been expected.

When the Commission issued its end-of-freeze order, allocating some 2,000 channels throughout the United States, one of the most vociferous objections raised was to the possibility that big city vhf stations would blanket small city tv neighbors—uhf or vhf.

This has happened in some places as prophesied. New York's Empire State Building tv tenants cover not only greater New York, but most of northern New Jersey and a goodly portion of southern New England. Los Angeles' Mt. Wilson transmitters blanket southern California. Philadelphia stations put their programs into south-central New Jersey, southeastern Pennsylvania and northern Delaware. Cincinnati's outlets cover not only southwestern Ohio, but northwestern Kentucky and southeastern Indiana. Chicago's stations cover northern Illinois and part of northwestern Indiana as well.

All this was expected.

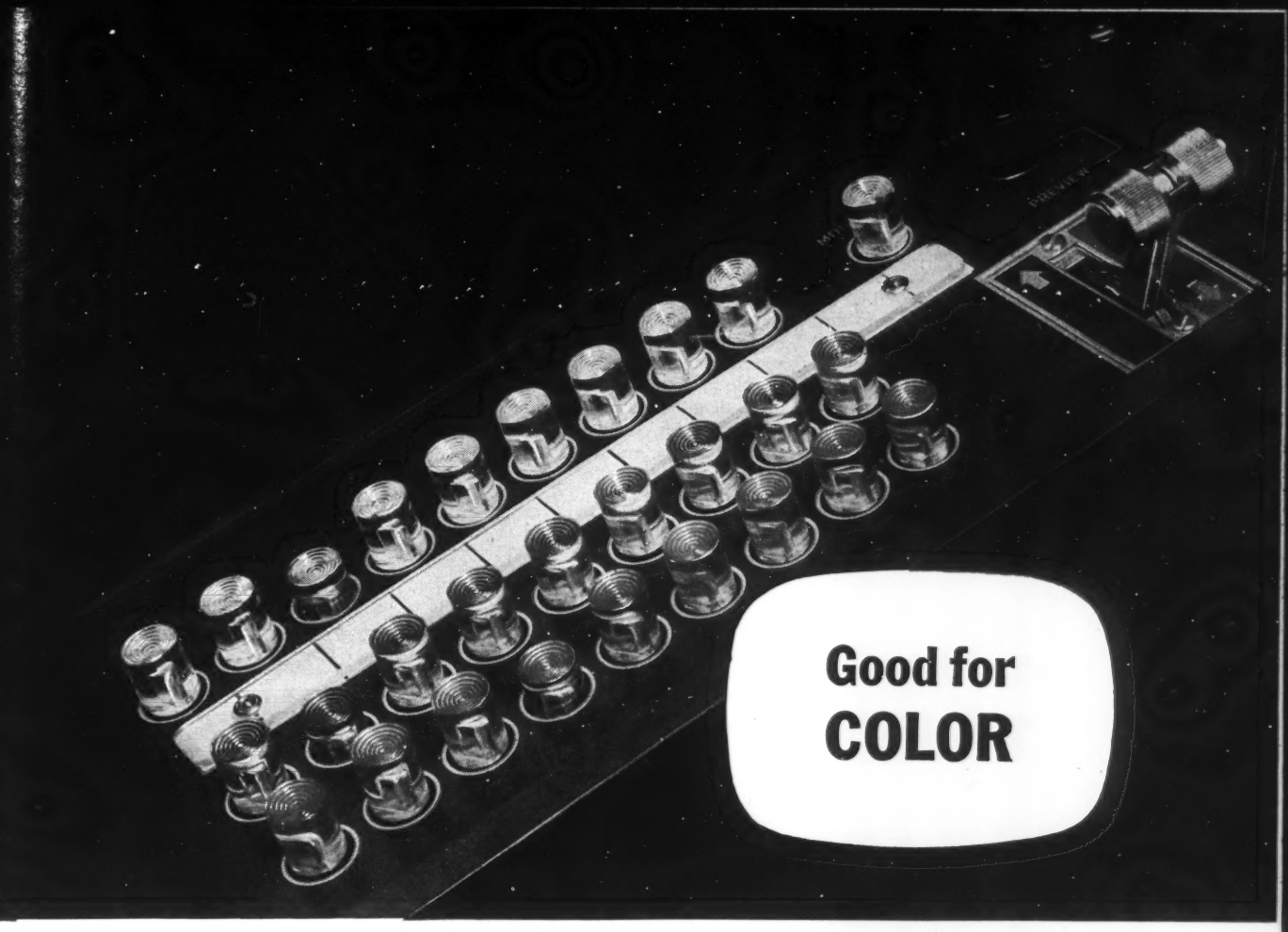
What was not anticipated was the reverse of this big city coverage—the smaller city tv putting a strong, clear signal into a neighboring metropolitan area, so strong and clear that in some cases the prime network affiliation has gone to the secondary location, not to its big city brother.

This has been going on since smart, commercial-minded engineers realized that the FCC's allocation left several comfortable, flexible areas in which to operate.

The FCC's allocation is based primarily on co-channel and adjacent channel mileage separations between stations. There are few other requirements. These are minimum and maximum powers and antenna heights, and a specified signal intensity that must be put over the principal city in the area.

But there were two factors which were left free. The FCC rules say nothing about where a station's transmitter must be located. The rules also permit a channel to be moved anywhere within 15 miles of the allocation site without the scrutiny of a rule-making proceeding. Since the Commission requires that a specific signal strength be placed over the principal city and since it did not mark out where an antenna must go, there is an interesting choice available to applicants and to station operators. The Commission's rules require that a signal with a minimum strength of 74 dbu for channels 2-6, 77 dbu for channels 7-13, and 80 dbu for uhf be placed over the principal city to be served.

Now, where there occurs a juxtaposition of a small city channel near a large city and with the requirement only to put a signal no less than the required minimum over the small "principal" city—plus meeting the separation factors—it was not long before



Extra Program Versatility from NEW RCA TS-11A Switcher

The TS-11A is a "nine-input" switcher designed to handle composite or non-composite video switching for color or monochrome. Two rows of push buttons feed a manual fader assembly; a third row feeds a preview channel. A program transfer switch is provided to interchange the preview and fader busses with the output busses so that the fader section can be used for previewing fades, lap dissolves and superimpositions. This makes it possible to use the fader channels for rehearsals while the preview channel handles the "on-air" signal. The fader assembly feeds a mixing circuit and three output amplifiers which are a part of the TS-11A, eliminating the need for installing elaborate distribution amplifier systems external to the switcher. The new switcher is free of microphonics and low frequency tilt and bounce, so that a stabilizing amplifier need not be added as part of the switching system.

For further information about this exclusive RCA development get in touch with your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

The TS-11A Switcher is supplied with an RCA console housing (MI-26266-B), a TM-6B master monitor and power supplies to form a complete versatile system.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.

the reverse of what had been expected was taking place.

The small city channel began to cover what the big city station operator thought was his unchallenged preserve.

At least a dozen such situations, entirely within the regulations, are actually in existence today, but two are most significant.

KGUL-TV Galveston, Tex., moved its ch. 11 antenna site three times in order to find the best possible spot for its Galveston-Houston coverage as the CBS-TV outlet. It is now operating from Arcadia, Tex., 21 miles from Galveston and 31 miles from Houston, with 235 kw from an antenna 550 ft. above average terrain. It holds a grant to operate from Alvin, Tex.—27 miles from Galveston and 24 miles from Houston—with a 1,200-ft. antenna and 261 kw in power. But, that grant was held up after ch. 13 KTRK-TV Houston protested. A six-week hearing ended last month and the examiner's recommendation is awaited.

Far overshadowing any of the moves proposed or accomplished is that of WSTV-TV Steubenville, Ohio, which asked the FCC to permit it to relocate its channel 9 to the Allegheny County, Pa., hamlet of Florence, 11 miles northeast of Steubenville, and 30 miles west of Pittsburgh. It also proposed to put its antenna 3.5 miles from Pittsburgh.

It's all legal. The Commission's rules permit a channel to be moved within 15 miles of its principal city without rule-making, and, so long as the separations are maintained and the required signal strength is placed over the principal city, the transmitter may be placed anywhere. The Steubenville move, which becomes extra significant because CBS is buying the station for $3 million if the relocation is approved, is the target of protests by Pittsburgh stations and the FCC is wrestling with that problem now.

Other "area" situations were "built-in" at the time of the original application. The allocation was set, and the antenna was properly sited to put a good signal into the adjacent larger city.

KTVH (TV) Hutchinson, Kan., with its ch. 12 transmitter 8.3 miles east of that city on the road to Wichita, 40 miles away, is a good example. With its 800-ft. antenna, radiating 240 kw, it puts a Grade A signal into Wichita, where it is the CBS outlet.

KOVR (TV) Stockton, Calif., has its 3,244-ft., ch. 13 antenna on top of Mt. Diablo, only 30 miles from San Francisco. It operates with 144 kw and covers not only its principal city of Stockton, 35 miles away, and San Francisco, but also Oakland, 20 miles away, San Jose, 38 miles away, and Sacramento, 53 miles away.

KTVX (TV) Muskogee, Okla., has its 1,020-ft., ch. 8 antenna atop Concharty Mt., midway between that city and Tulsa. Tulsa is 45 miles from Muskogee. The station operates with 316 kw, puts a Grade A signal into Tulsa where it is the ABC outlet.

KLJR-TV Henderson, Nev., has its 260-ft., ch. 2 antenna 6.2 miles from Henderson and 2.2 miles from Las Vegas.

There is even a construction permit for KCOA (TV) Corona, Calif., which plans to build its 2,910-ft., ch. 52 antenna atop Mt. Wilson, 35 miles northwest of Corona and 25 miles northeast of Los Angeles. Corona is about 40 miles from Los Angeles.

One of the first outlets to figure in this manner was WTVM (TV) Muskegon, Mich. It holds a grant for ch. 35, with its 270 kw, 973-ft. antennna at Conklin, Mich., 20 miles southeast of Muskegon toward Grand Rapids. This will put a strong signal into Grand Rapids, 35 miles away from Muskegon, encompassing not only the 50,000 people in its home city but also the 200,000 in its neighboring metropolitan area.

Until it requested a modification several weeks ago, the grant to WJRT (TV) in Flint, Mich., was for a 1,000-ft., ch. 12 antenna at Clarkson, Mich., 20 miles south of Flint and about 35 miles from Detroit. It has now asked for a new site at Chesaning, Mich., 20 miles north of Flint, to radiate 316 kw.

Other stations realized their astounding good fortune after they had received their grants and had begun to built or operate.

One of the first which undertook the growth from a small-town outlet to a full-fledged regional was ch. 4 WTTV (TV) Bloomington, Ind. In mid-1953 it moved its transmitter to a point three miles southeast of Cloverdale, Ind., less than 40 miles from Indianapolis, 35 miles from Terre Haute and 30 miles from Bloomington.

WINT (TV) Waterloo, Ind., moved its ch. 15 antenna from a site 25 miles north of Fort Wayne to Auburn Township, 18 miles north of Fort Wayne. Radiating 237 kw from its 829-ft. antenna, it puts a Grade A signal into that northeastern Indiana city.

2,000 Ft. High—42 Miles Away

Still marking time, WSLA (TV) Selma, Ala., moved its ch. 8 antenna to Strata, Ala., 49 miles south-southeast of Selma and 23 miles south of Montgomery, and is awaiting FCC approval, over Airspace Subcommittee opposition, for a new 2,000-ft. antenna. Selma is 42 miles from Montgomery.

There have been proposed moves that never went through. WCIA (TV) Champaign, Ill., planned to move its ch. 3, 100 kw, 940-ft. antenna from its present location at Seymour, Ill., 12 miles out of Champaign, four miles closer to Decatur, Ill. Decatur stations objected and WCIA dropped its proposal. Decatur is 45 miles from Champaign and receives a Grade A signal from WCIA, which is NBC, CBS and DuMont there.

WMBV (TV) Marinette, Wis., proposed to move its ch. 11 transmitter site south toward Green Bay, 50-odd miles away. Protests by Green Bay tv operators forced it to drop its plan. Even so it is operating its 102.3 kw, 452-ft. antenna from Oconto, Wis., 17 miles south of Marinette, putting a Grade B signal into Green Bay. It now has a CP for 236 kw, 777-ft., which will put a Grade A signal into Green Bay.

In only two instances has the FCC questioned the necessity of such moves. Some months ago a proposal was made to shift ch. 14 in Annapolis, Md., to Odenton, Md., 13 miles northwest, and to place the transmitter southwest of Odenton toward Washington. When the FCC directed an inquiry to the petitioner, the matter was dropped.

The FCC also sent a questioning letter to ch. 3 KSLM-TV Salem, Ore., which holds a CP for 5.5 kw and 970-ft. antenna. KSLM-TV proposed moving its transmitter from a site 5.5 miles northwest of Salem to one 35 miles northeast of Salem—22.4 miles southeast of Portland, Ore. Salem is about 45 miles from Portland.

This whole idea of varying types of tv stations is not new. Back in 1945, the FCC allocated channels to the top 100 markets and expressly provided for community, metropolitan and rural stations. In fact, several community stations were granted.

No rural—large area coverage—station was granted as such, but it was definitely the Commission's aim then to foster such outlets in the areas outside the crowded East, Gulf and West Coast regions.

There was talk even then of circumscribing the location of antennas. This was picked up more recently by ch. 57 WKNX-TV Saginaw, Mich., which asked the FCC to forbid placing antennas more than five miles from the principal city.

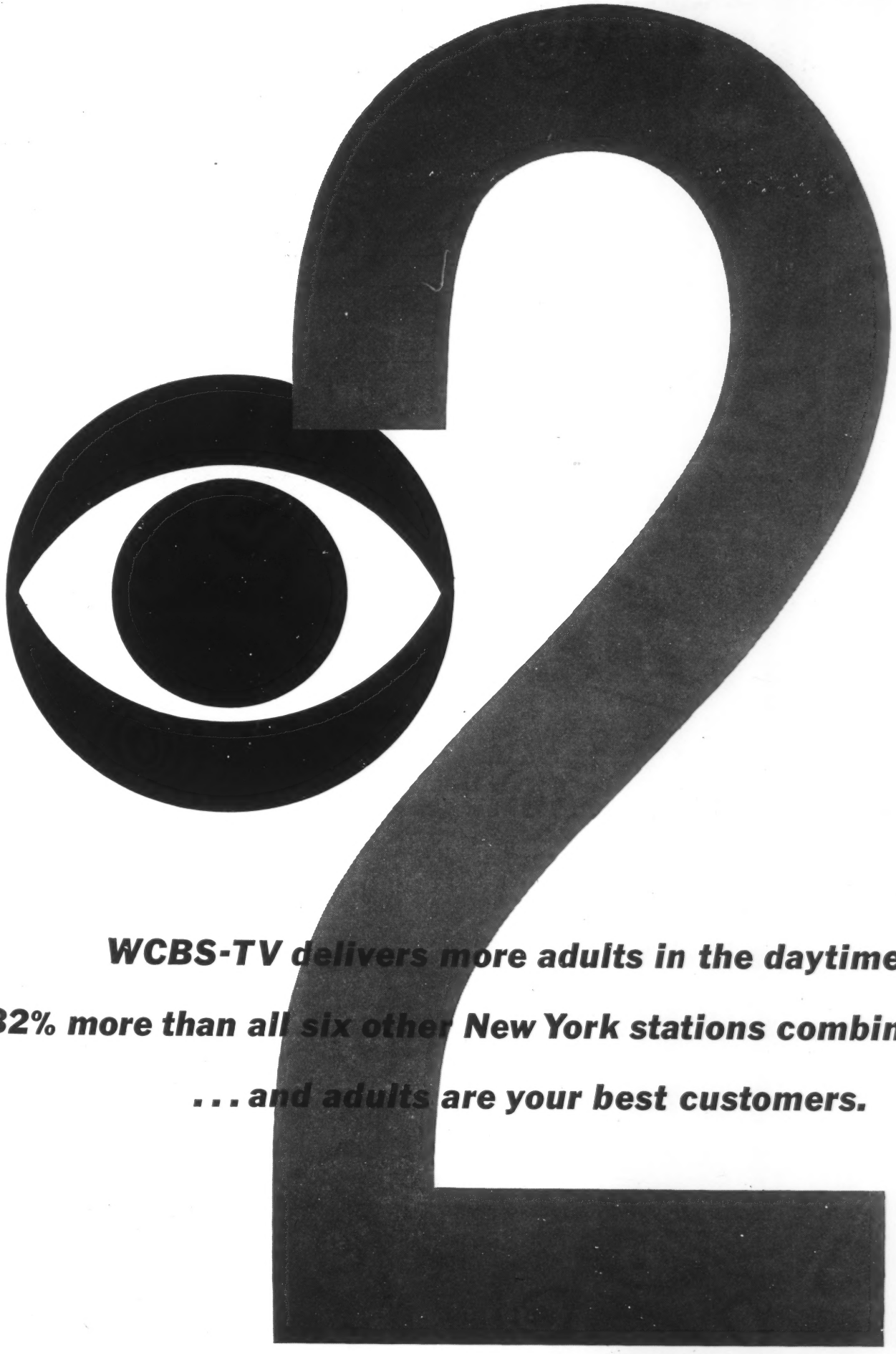
This whole picture has had only one FCC pronouncement. That was in the Muskegon, Mich., case (WTVM). Radio station WGRD Grand Rapids had protested, among other things, the fact that the station would cover Grand Rapids. The FCC said:

"The foregoing [Commission approval of the Versluis site] is not to be construed to mean that regardless of circumstances the Commission will approve all and sundry antenna site proposals provided only that they comply with the mandatory requirements of the Rules. We have recognized, for example, that where a proposal will provide a signal of greater intensity to another city listed in the Table of Assignments than to the city whose channel is requested, circumstances might be such as to indicate the unsuitability of the site selected. . . . Although we recognize the possibility of a situation arising which would indicate the unsuitability of a site despite compliance with the mandatory requirements of the Rules, the fact that a proposal does comply with these requirements creates a strong presumption that the site selected is acceptable.

"Because evidence purporting to show the 'unsuitability' of a particular antenna site is apt to be illusory, and because it is clearly necessary to allow a certain amount of flexibility in site selection, the Commission established its Rules in such a form as to assure satisfactory coverage while at the same time permitting flexibility in site selection.

"Minimum and maximum antenna heights and effective radiated powers are prescribed. It is required that coverage to the principal city to be served shall be of specified minimum signal intensities, and minimum assignment and station separations are set forth. Taken together, these requirements effectively and, in all but the most unusual situation sufficiently limit the location of antenna sites. Moreover, to inquire into the suitability of a site on grounds other than noncompliance with the mandatory requirements of the Rules involves exploration of a number of interminable and changing facts. To resolve such an inquiry would require, in part, evidence with respect to the availability of other sites and evaluation of them in terms of the Rules; it would also involve a determination with a reasonable degree of accuracy of the populations and areas which would receive a first or second television service from other sites. Carrying such an inquiry to its logical conclusion would demand consideration of a multitude of sites, and other factors such as increased antenna heights and increased powers, could very well be interjected. . . ."

Goldfield, Nev. (pop. 300), to which the FCC allocated ch. 5, has been the butt of many jokes from those who realize that there probably never will be a station constructed there. But, were Goldfield within 50 miles of a metropolitan city, it would not matter if its population was 300 or minus 300; there would be not one but several claimants for the vhf channel.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THE TALLEST TOWER: KEEPING IT LIT

KWTV (TV) SPENT $20,000 TO MAKE SURE IT STAYS VISIBLE

HAVING the tallest man-made structure in the world—a shimmering steel shaft jutting skyward 1,572-ft. above the Oklahoma plains —poses a special responsibility for KWTV (TV) Oklahoma City. This is that the tower must be easily identifiable as an obstacle to aircraft.

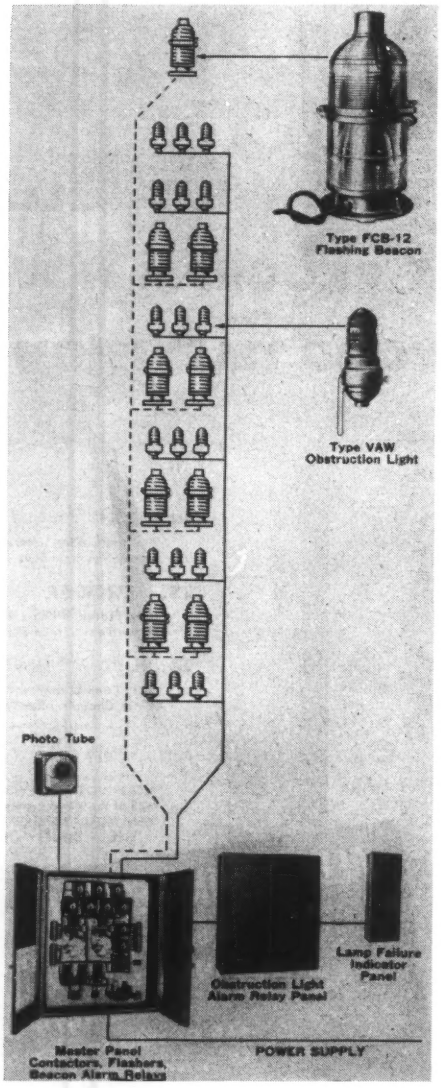
A specially-designed $20,000 lighting system is KWTV's answer to that obligation. The sky-reaching tower—higher by 100 ft. than the Empire State Bldg., taller by 587 ft. than the Eiffel Tower— is equipped with nine Crouse-Hinds flashing beacons and 18 obstruction lights.

This makes the tower visible for a distance of 50 miles on a clear night, according to best estimates.

Though the tower's identification lights provide pilots with adequate notice of the location of the tower under normal visibility conditions, they basically form only a segment of this unique installation's obstruction lighting system. Several other devices must work properly for the lighting units to serve their essential purpose. Since replacing just one bulb of one of the tower's lighting fixtures is costly, requiring a specialist to work hazardly on the upper levels of the giant antenna rig, each lamp bulb must possess long burning life. Maintenance personnel must also know instantly when a lamp has failed. Finally, the lighting controls must function automatically to assure that the lighting system operates when necessary.

Fabricated and installed by Ideco Division, Dresser-Stacey Company, Columbus, Ohio, the tower is triangular in cross section, 12 feet on a side up to the 1,420-ft. level. Two television antennas (the antenna of Oklahoma's educational ch. 13 KETA [TV] will also be located on the KWTV tower), one atop the other, extend 152 feet upward above the 1,420-ft. level. From the ground up to the 300-ft. level, the three support legs are 14-inch wide flange steel beams; above that height, the legs are solid steel round that vary from 10¼- to 4-inches in diameter. The structure rests on a base insulator, capable of withstanding four times the 2.8 million pound working load. The entire assembly is mounted on a 10-ft. deep reinforced concrete foundation.

Of the nine Type FCB-12 flashing beacons used, one is mounted at the top of the antennas, and two each are installed at four lower levels. Each beacon is equipped with two 620-watt, 3,000-hour lamps. All three corners at six lower levels are equipped with type VAW obstruction lights. One 111-watt, 3,000-hour lamp is used in each obstruction light.


Type FCB-12 Flashing Beacon
Type VAW Obstruction Light
Photo Tube
Lamp Failure Indicator Panel
Obstruction Light Alarm Relay Panel
Master Panel Contactors, Flashers, Beacon Alarm Relays
POWER SUPPLY

THIS schematic of the lighting system on the 1,572-ft. tower of KWTV (TV) Oklahoma City details the placement of the nine flasher beacons and 18 obstruction lights which make up one of the most extensive visual markings on any tv tower. Also shown is the circuitry which connects each individual light to the master, alarm relay and lamp failure indicator panels.

Separate control circuits for the flashing beacons and obstruction lights run from the tower down to a master panel, and on to a lamp failure indicator board. The master panel contains the main contactors, flashing switches, photoelectric amplifier and beacon lamp failure alarm relays. Housed separately are the obstruction light alarm relays which feed directly to the lamp failure indicator panel.

The absence or presence of light upon a photoelectric cell actuates the master panel amplifier, causing the system's main contactors either to turn on or turn off the tower lighting automatically. The light-sensitive phototube, located on an exterior wall of the tower maintenance building and protected by a windowed, weatherproof aluminum box, can be accurately adjusted to react to predetermined ranges of light.

The master panel, specially-designed by Grouse-Hinds to handle the tall tower's unusual lighting requirements, consists of two double-circuit TSS flasher switches, powered by shaded pole, induction disc motors. The beacon circuits are flashed at a cycle rate of 40 flashes per minute by four 35 ampere mercury switches.

All 27 lighting units are wired to individual lamp failure relays, which activate the particular pilot lamps on the lamp failure indicator board. A relay coil in series with each tower lighting fixture drops out whenever the fixture bulb fails, closing relay contacts that energize the pertinent pilot light on the indicator board.

This arrangement for indicating lamp failures allows the KWTV tower to be checked easily and quickly by merely observing the lamp failure indicator panel. The board itself is in effect a miniature physical diagram of the tower lighting. The large red pilot lights monitor the flasher beacons. The two top lights indicate the bulb condition of the two bulbs in the highest mounted beacon on the tower. The smaller red pilot lights denote the condition of the VAW obstruction lights. Anyone of them is illuminated only when a tower lamp has failed. The green light at the bottom of the panel burns whenever the power to the tower lights is on.

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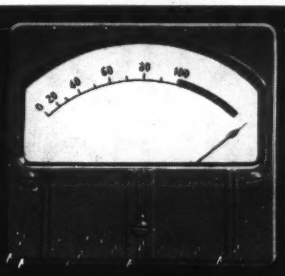

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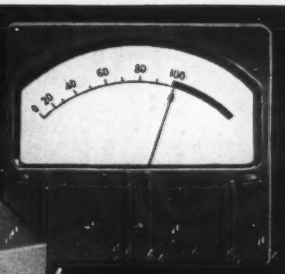

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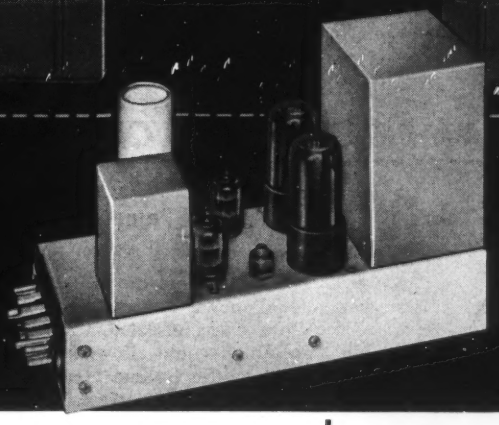

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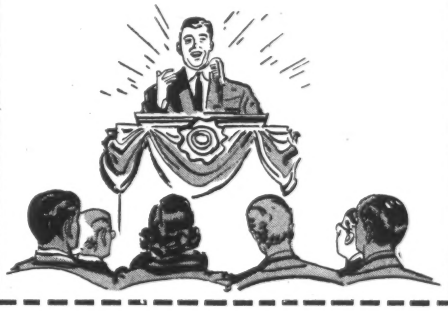

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HOW TV STATIONS USE THE VERSATILE POLAROID

60-SECOND CAMERA IS A JACK-OF-ALL-TRADES TO TELEVISION

By Peter Hoagland

HOW THE prints-in-a-minute produced by Polaroid cameras are helping tv program producers to get the best effects on the air, and tv newsmen to get their pictures to the public first, is described by Mr. Hoagland, industrial sales manager of Polaroid.

LEE COOLEY, producer-director of the *Perry Como Show* for Chesterfield cigarettes (Mon.-Wed.-Fri., CBS-TV, 7:45-8 p.m. EST), has to conceive and execute with his staff 12 separate and distinct visual production ideas each week, four for each show.

Once these different visual ideas have been rendered in the form of settings or scenery, a complex problem confronts Mr. Cooley—that of getting the best pictorial values, tv-wise, out of the set in the 2½ minutes each of these individual numbers average. Since about 70 people are involved before a single picture can be previewed on the screen, this intricate operation not only becomes extremely expensive but often times unwieldy.

Mr. Cooley has expedited his problem considerably, cutting down in both time and expenses, by employing the Polaroid "picture-in-a-minute" camera which he had originally bought to record photographically his new baby's growth. Now he takes "preview" shots of the key pictures in each of the individual sets. A quick snap of the shutter and one minute later he has a picture of exactly the composition he wants to achieve on the tv screen, which he can go over with the camera crews until they thoroughly understand the problem.

This is but one of the many ways that tv producers, program directors, news editors and even time salesmen have found to use the Polaroid camera, brain-child of 47-year-old inventor Dr. Edwin H. Land. Tv personnel who have adopted this camera claim it has it all over standard press-type cameras because virtually anyone can operate it after a few minutes' instruction. It turns out necessary photos at a lower cost, and, more important, in much less time.

The Polaroid camera has found its widest and strongest use in news coverage for tv stations. Out in St. Joseph, Mo., for example, Program Director E. Carleton Schirmer of KFEQ-TV scored a beat on the newspapers by nine hours in the Greenlease kidnap case. Polaroid pictures taken by a staff man of the burial spot and kidnap house were telecast within an hour after being taken, prior to newspaper coverage. The FBI sealed the house for local or national news coverage for several hours. When it was unsealed, a KFEQ-TV man was on the spot and allowed in to take interior shots of the Bonnie Heady home. Within 25 minutes they were shown to the tv audience.

Scores of stations use the Polaroid for spot and speeded-up news coverage. But many stations find a wide variety of other practical uses for the jiffy camera.

WAVE-TV Louisville, Ky., has a four-man news staff equipped with these cameras. They take an average of eight shots a day, and run anywhere from five to 15 daily. Since Polaroid pictures are permanent, they maintain a news file and have built up a morgue of over 5,000 shots. All told, they figure it costs them only $1,000 a year for film, flash bulbs and maintenance. They mount the pictures they intend to use on a concave wooden frame, which has slits to hold as many as 20 at a time. The tv camera merely pans from photo to photo, as directed via phone by the director who has a cue sheet identical with the announcer's script.

Many tv stations use a copy-maker to enlarge a standard 3¼″ x 4¼″ Polaroid print of art work up to 11″ x 14″. Some also devise title cards simply by mounting letters or symbols on a board and photographing them.

MR. HOAGLAND

Some news photographers, both for tv and newspapers, use a special Speed Graphic adapted with a Polaroid back to combine the advantage of photos taken with the Speed Graphic's faster lens and wider range of speeds and shutter openings with the Polaroid's 60-second developing and printing operation. A classic use of this is at World Series baseball games, when the picture of the first pitch or a winning home run can be on the air or in the newspapers within an hour after being transmitted from stadium to tv station or newsroom via telop machine.

Other uses: KBOI (TV) Boise, Idaho, uses the Polaroid camera to take publicity pictures for a locally printed *Tv Guide;* KROC-TV Rochester, Minn., uses it for engineering record purposes, such as recording wave forms; WTRF-TV Wheeling, W. Va., pleased a sponsor by making up a presentation of the news staff that put his show together; KVTV (TV) Sioux City uses it for shots of celebrities being interviewed in the studio and later shows these pictures on news reports of the interview.

Just as tv uses the Polaroid extensively, so does Polaroid Corp. use tv. Polaroid is an extensive user of tv as an advertising medium, as one of the sponsors of Dave Garroway's *Today;* a charter sponsor of Steve Allen's *Tonight,* and an occasional sponsor on Arlene Francis' *Home,* all NBC-TV shows; also the CBS-TV *Morning Show.* It also bought 26 weeks of the CBS-TV regional network show *Panorama Pacific.*

During the recent 15-city Polaroid campaign to introduce its new popular price model, the Highlander ($69.95), the company backed up its newspaper ads with 30 tv spots and 40 radio spots over a 10-day period in the larger cities such as New York and Chicago.

"Out of the mouths of babes" is a pretty good description of the origin of the Polaroid camera, although Dr. Land had long had an interest in photography in connection with his work in light polarization and other optics. He had snapped a picture of his young daughter and she demanded to see it right then, without waiting for it to be developed and printed.

Dr. Land got to thinking there were probably others who like to see their snapshots right away, so he set up a cubbyhole lab in the Polaroid Bldg. in Cambridge and began working on the problem as sparetime relaxation from his strenuous wartime duties. Research and experimentation continued and, on Feb. 21, 1947, the first one-minute photo process was announced, with the first Polaroid cameras going on sale in December of the following year.

There are now three models of the Polaroid camera on the market—the professional Pathfinder and the all-purpose Speedliner, each turning out prints 3¼″ x 4¼″, and the new pocket-sized Highlander, whose prints are 2¾″ x 3½″. Unlike the first sepia-tinted Polaroid prints, today's have a contrasty black-and-white permanent finish. Copy negatives can now be made of Polaroid prints, producing as many copies as desired.

IT'S A LANDSLIDE

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WKBN-TV	363
Station B	58
Ties	30

WKBN-TV PROGRAM RANKINGS

5 of the first 6
10 of the first 13
30 of the first 38

PROGRAM	RATING	STATION
1. Toast of the Town	38	WKBN-TV
2. Jackie Gleason Show	34	WKBN-TV
3. I Love Lucy	31	WKBN-TV
4. Milton Berle	30	Station B
5. Beat the Clock	29	WKBN-TV
6. I've Got a Secret	28	WKBN-TV
7. Roy Rogers	26	Station B
8. Racket Squad	26	WKBN-TV
9. Big Story	26	Station B
10. December Bride	25	WKBN-TV
11. Arthur Godfrey and Friends	25	WKBN-TV
12. Two for the Money	25	WKBN-TV
13. Browns Pro Football	25	WKBN-TV
14. Meet Millie	24	WKBN-TV
15. Four-Star Playhouse	24	WKBN-TV
16. You Bet Your Life	24	Station B
17. Dollar a Second	24	WKBN-TV
18. Topper	24	WKBN-TV
19. Badge 714	23	Station B
20. Studio 57	23	WKBN-TV
21. Justice	23	Station B
22. Dangerous Assignment	23	WKBN-TV
23. Dragnet	23	Station B
24. Our Miss Brooks	23	WKBN-TV
25. Hit Parade	23	Station B
26. Polka Party	23	WKBN-TV
27. Honestly Celeste	22	WKBN-TV
28. Elgin TV Hour	22	WKBN-TV
29. Strike It Rich (eve.)	22	WKBN-TV
30. Masquerade Party	22	WKBN-TV
31. What's My Line	21	WKBN-TV
32. Perry Como Show	21	WKBN-TV
33. Edward Arnold Show	21	WKBN-TV
34. Rumpus Room	21	WKBN-TV
35. NCAA Scoreboard	21	WKBN-TV
36. Best of Broadway	20	WKBN-TV
37. Mark Saber	20	WKBN-TV
38. Hopalong Cassidy	20	WKBN-TV

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Source for all survey data: Hooperatings, Oct. 1954. Complete Hooperating Report available on request.

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New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami

ial limitation, is to do offense to the individual's right," he said.

Broadcasters will constantly and vigorously resist any attempt to substitute "organized minority pressure for majority rule," Mr. Fellows pledged. "We will cooperate sincerely with any group—government, industry, civic or otherwise—that believes in the democratic prinple of free rule." He reviewed results of NARTB's survey of the amount of beer and wine advertising on the air [B•T, Jan. 3].

BROADCAST MEDIA ATTRACTION CITED

Agency executive Beirn tells newspaper representatives that advertisers are being conditioned more and more to radio and television.

ADVERTISERS are being "conditioned very carefully" by their agencies to think "more and more about television (and even radio)," F. Kenneth Beirn, president of Biow-Beirn-Toigo Inc., told an audience of newspaper representatives in New York last Thursday.

Mr. Beirn discussed the advertising dollar before the New York Chapter of the American Assn. of Newspaper Representatives at the Yale Club.

The broadcast media—particularly television—have wrested leadership in the news field from the newspaper, Mr. Beirn said, and as a consequence they are gobbling up the finest creative young minds, who now seek their careers in tv or radio for a greater share rather than in the newspaper field.

MR. BEIRN

To combat the progress of radio and tv — particularly in news — and thus make a strong bid of the advertising dollar, Mr. Beirn suggested newspapers adopt "new and progressive ideas that will take the American newspaper a step forward to newer and better things."

Radio, Mr. Beirn said, ushered in a revolution in the field of advertising which meant "the advertising dollar had to be split up to provide for a new medium. . . . and now television, with its scientists, its research, and its 'progressive dynamism,' its preparations for color, cause a further demand on that same advertising dollar."

The advertiser, Mr. Beirn said, "still asks one question of his advertising agencies: 'Where will I get the greatest impact for my money? Where will I reach the most customers for the least cost?' "

The increased thinking by the advertisers in terms of tv and radio can be traced to an extent, according to Mr. Beirn, to the media "using every means possible to promote themselves . . . they are doing a real promotional job for themselves."

Mr. Beirn observed: "Let's take a look at your competitor, television. They televise hearings in the Senate—and have the whole nation watching. Ed Murrow takes his camera into the homes of famous people. His network (CBS) brings its correspondents to America from all over the world for a roundtable discussion of world affairs. The 'scoop' has become a thing of the past. You never hear an 'extra' on the street any more. On every side, I hear newspaper friends of mine deplore this situation."

A greater competitive battle between newspaper and tv, he said, will benefit not only the advertiser but also the public, who "will gain the most."

JOHN SCHEUER (l), vice president-general manager of WTVI (TV) St. Louis, the first uhf station to sign up for the Nielsen Station Index, discusses the ratings service at the contract signing with William S. Ahrbeck, Nielsen vice president.

HOOPER MAY RETURN TO NATL. RATINGS

Contractual obligations which expire next month make it possible for the company to resume the rating system which it sold in 1950 to A. C. Nielsen.

AFTER FIVE YEARS of standing in the wings of the national rating business, C. E. Hooper Inc. can be expected to return to the scene, possibly as early as this spring.

This was indicated in an announcement being released today (Monday) by the Hooper firm, which also has elected James L. Knipe, its executive vice president and general manager for the past 15 months, to president and board chairman.

MR. KNIPE

Mr. Knipe thus assumes full directorship of the Hooper enterprise which was founded by C. E. Hooper, who died last month as a result of an accident during a duck hunting trip at Great Salt Lake [B•T, Dec. 20, 1954].

After Mr. Hooper's death it was stated that the control of the firm would remain with the Hooper family. Mr. Knipe said that no changes of any kind were contemplated in the organization.

Today's Hooper announcement says in part: "The Hooper organization is currently planning expansion moves which are related to the expiration of certain five-year contractual commitments on Feb. 28, 1955. These commitments have restrained the company from publishing a national service. For the last five years only city reports have been published."

Reports that the Hooper firm was about to launch into a national rating service after its layoff since 1950 when the Hooper firm sold its national rating report to A. C. Nielsen Co. for an estimated $500,000 to $600,000, have been circulated widely in the radio-tv industry.

The Nielsen purchase included all the national program ratings then being published by C. E. Hooper Inc. The network program ratings by Hooper then were based on coincidental telephone calls in 36 cities of four-network service. The 1950 transaction ended a 15-year publication by Mr. Hooper of his network ratings.

Retail Tv Set Sales Hit 11-Month Record

RETAIL sales of tv sets, totaling 6,223,332 in the first 11 months of 1954, set an all-time record for the period, according to Radio-Electronics-Tv Mfrs. Assn. The figure a year prior was 5,600,423 for 11 months.

Eleven-month radio sales last year totaled 5,272,155 compared to 5,608,477 in the previous year. The retail radio figures do not include auto sets, which do not move through retail channels.

Tv sales in November totaled 779,105 sets compared to 799,164 in October and 678,295 in October 1953. Radio sales totaled 669,166 sets in November, 570,825 in October and 697,062 in November 1953.

Jack Goldburg Dies in N. Y.

JACK GOLDBURG, 61, treasurer and media buyer and one of the founders of Lawrence C. Gumbinner Adv., New York, died last Wednesday at his home in Brooklyn after a short illness. Mr. Goldburg was in the advertising business for 38 years. He has been with the Gumbinner agency since its formation in 1924 and before that was associated with Mr. Gumbinner in the L. S. Goldsmith agency from 1917 to 1924.

LATEST RATINGS

NIELSEN

Two Weeks Ending Nov. 27, 1954 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all programs)		(1,213)
1.	Jack Benny Show (CBS)	3,172
2.	Amos 'n' Andy (CBS)	2,612
3.	My Little Margie (CBS)	2,332
4.	Lux Radio Theatre (NBC)	2,332
5.	Our Miss Brooks (Amer. Home) (CBS)	2,286
6.	Dragnet (NBC)	2,286
7.	Our Miss Brooks (Toni) (CBS)	2,192
8.	You Bet Your Life (NBC)	2,192
9.	People Are Funny (Toni) (NBC)	2,146
10.	Bergen & McCarthy (CBS)	2,146
Evening, Multi-Weekly (Average for all Programs)		(933)
1.	News of the World (NBC)	1,679
2.	One Man's Family (NBC)	1,633
3.	Lowell Thomas (CBS)	1,539
Weekday (Average for all programs)		(1,446)
1.	Our Gal, Sunday (Amer. Home) (CBS)	2,239
2.	Stella Dallas (Sterling) (NBC)	2,192
3.	Ma Perkins (CBS)	2,192
4.	This Is Nora Drake (Toni) (CBS)	2,146
5.	Arthur Godfrey (Staley) (CBS)	2,146
6.	Helen Trent (Participating) (CBS)	2,146
7.	Young Widder Brown (Sterling) (NBC)	2,146
8.	Helen Trent (Amer. Home) (CBS)	2,099
9.	Road of Life (CBS)	2,052
10.	Backstage Wife (NBC)	2,052
Day, Sunday (Average for all programs)		(466)
1.	Nutrilite Show (NBC)	840
2.	Cecil Brown Commentary (MBS)	793
3.	Symphonette (CBS)	793
Day, Saturday (Average for all programs)		(886)
1.	Army-Navy Football Game (NBC)	2,985
2.	Gunsmoke (CBS)	1,866
3.	City Hospital (CBS)	1,773

Copyright 1955 by A. C. Nielsen Company

miss combo says: *"It's Here!"*

the BIG-NEW *Ft. Worth - Dallas* COMBINATION

NOW AVAILABLE

KFJZ — **KLIF**

"Two GREAT stations in one BIG market"

KFJZ 1270 Kc.
5,000 Watts

KLIF 1190 Kc.
5,000 Watts

Fort Worth-Dallas, 15th market in U. S.

Represented Nationally by: H-R Representatives, Inc.
New York Chicago Los Angeles San Francisco

Represented Regionally by: Clarke Brown Company
Dallas Houston Atlanta

P&G OCTOBER 1954 RADIO-TV BILLINGS NEARLY $3 MILLION, ACCORDING TO PIB

Gillette ranked second with $1,792,218 while five others topped $1 million in composite network time purchases.

PROCTER & GAMBLE neared the $3 million mark in total monthly radio-tv network time purchases in October, according to data based on Publishers Information Bureau reports.

Similar compilation of other national advertisers' expenditures in both network radio and tv showed Gillette in second place in this "composite top ten" with $1,792,218. Five other advertisers, on a composite basis (computed only if placing in the top ten, radio or tv, for October) passed the $1 million mark. In order they are Colgate-Palmolive, General Motors, R. J. Reynolds Tobacco Co., Lever Bros. and Chrysler Corp. Both R. J. Reynolds and Chrysler placed in tv's top ten but not in radio.

The breakdown of each of these network advertisers is shown in the accompanying individual radio and tv tables.

TOP TEN RADIO NETWORK ADVERTISERS IN OCTOBER 1954

1.	Procter & Gamble Co.	$846,007
2.	Gillette Co.	518,649
3.	Miles Labs	385,003
4.	Lever Brothers	376,039
5.	General Motors	340,437
6.	General Mills	319,108
7.	Colgate-Palmolive	301,990
8.	P. Lorillard Co.	292,383
9.	American Home Products	277,835
10.	Liggett & Myers Tobacco Co.	258,457

TOP TEN TV NETWORK ADVERTISERS IN OCTOBER 1954

1.	Procter & Gamble	$2,113,038
2.	Colgate-Palmolive Co.	1,395,178
3.	Gillette Co.	1,273,569
4.	R. J. Reynolds Tobacco Co.	1,077,850
5.	Chrysler Corp.	1,068,639
6.	General Motors Corp.	981,923
7.	General Foods Co.	937,263
8.	American Tobacco Co.	772,994
9.	Lever Brothers	694,259
10.	General Mills	679,137

Also on a composite basis, General Mills was in eighth place nearing the million dollar mark ($998,245). Also in that category was ninth-ranking General Foods with $937,263. In this listing, American Tobacco Co. fills the tenth spot with $772,994.

LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS DURING OCTOBER 1954

Classification	Advertiser	Expenditure
Apparel, Footwear & Access.	International Shoe Co.	$ 118,378
Automotive, Auto. Equip. & Access.	Chrysler Corp.	1,068,639
Beer, Wine & Liquor	Jos. Schlitz Brewing Co.	180,915
Bldg. Materials, Equip. & Fixtures	The Glidden Co.	22,239
Confectionery & Soft Drinks	Coca-Cola Co.	253,910
Consumer Services	The Electric Industry	412,505
Drugs & Remedies	Serutan Co.	575,836
Food & Food Products	General Foods Corp.	937,263
Gasoline, Lubricants & Other Fuels	Gulf Oil Co.	174,225
Household Equip. & Supplies	General Electric Co.	450,760
Household Furnishings	Armstrong Cork Co.	137,040
Industrial Materials	Dow Chemical Co.	161,828
Insurance	Prudential Ins. Co. of America	128,151
Jewelry, Optical Goods & Cameras	Elgin National Watch Co.	106,950
Office Equip., Stationery & Writing Supplies	Frawley Corp.	170,251
Political	National Citizens Committee for Eisenhower Congressional Committee	81,495
Publishing & Media	Curtis Publishing Co.	37,795
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	319,100
Smoking Materials	R. J. Reynolds Tobacco Co.	1,077,850
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,802,748
Toiletries & Toilet Goods	Gillette Co.	1,273,569
Transportation, Hotels & Resorts	Pan American World Airways	35,610
Miscellaneous	Quaker Oats Co.	97,036

P & G continued to be the leader in both the radio and tv top tens, Gillette was second in radio and Colgate-Palmolive second in television.

Other network advertiser indicators appearing in the tables below reveal that total network tv time sales for the 10 months in 1954 was $254,425,834, compared with $178,975,411 for the same period in 1953. Radio network advertisers totaled $115,015,098 for the 10 months in 1954 as against $178,975,411 for the same period in 1953.

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS DURING OCTOBER 1954

Classification	Advertiser	Expenditure
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 43,029
Apparel, Footwear & Access.	Exquisite Form Brassiere Inc.	22,442
Automotive, Auto. Equip. & Access.	General Motors Corp.	271,533
Beer, Wine & Liquor	Anheuser-Busch Inc.	148,313
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	98,447
Confectionery & Soft Drinks	William Wrigley Jr. Co.	137,798
Consumer Services	American Telephone & Telegraph Co.	62,741
Drugs & Remedies	Miles Labs	385,003
Food & Food Products	General Mills	319,108
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	100,556
Household Equip. & Supplies	Philco Corp.	82,261
Insurance	Prudential Insurance Co. of America	72,737
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	182,011
Office Equip., Writing Supplies & Stationery	Minnesota Mining & Mfg. Co.	68,904
Political	Republican National Committee	56,968
Publishing & Media	Curtis Publishing Co.	42,270
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Avco Mfg. Corp.	120,470
Retail Stores & Direct by Mail	Rexall Drug, Inc.	37,700
Smoking Materials	P. Lorillard Co.	292,383
Soaps, Cleansers & Polishes	Procter & Gamble Co.	609,852
Sporting Goods & Toys	Modern Toy Co.	500
Toiletries & Toilet Goods	Gillette Co.	518,649
Transportation, Travel & Resorts	Aero Mayflower Transit Co.	110,021
Miscellaneous	Congress of Industrial Organizations	108,448

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JAN.-OCT. 1954, COMPARED WITH 1953

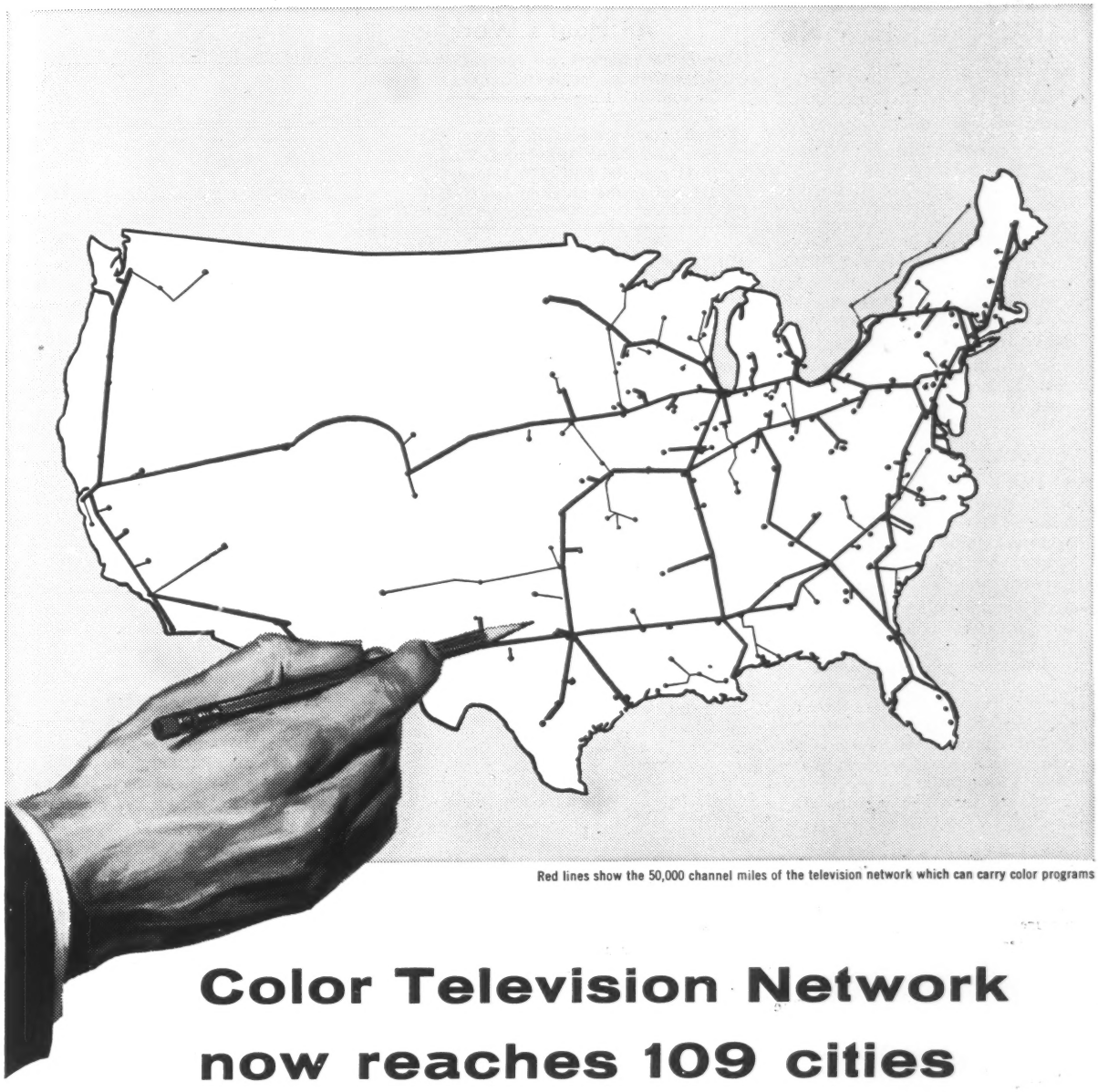
	October 1954	Jan.-Oct. 1954	October 1953	Jan.-Oct. 1953
Agriculture & Farming	$ 49,550	$ 664,879	$ 113,529	$ 1,003,154
Apparel, Footwear & Access.	22,442	444,709	185,823	975,114
Automotive, Auto Equip. & Access.	635,192	8,164,316	978,907	6,095,621
Beer, Wine & Liquor	154,481	2,653,579	173,523	1,538,814
Bldg. Materials, Equip. & Fixtures	106,680	1,399,426	168,612	1,290,246
Confectionery & Soft Drinks	221,230	2,221,088	307,335	2,594,780
Drugs & Remedies	1,296,515	14,486,693	1,646,079	17,361,107
Entertainment & Agriculture	.....	767	.....	8,936
Food & Food Products	2,316,114	24,134,411	2,792,443	29,290,623
Gasoline, Lubricants & Other Fuels	321,688	4,384,650	337,735	3,959,640
Horticulture	.....	124,643	.....	107,324
Household Equip. & Supplies	242,444	3,071,110	503,345	5,877,471
Household Furnishings	.....	224,901	66,462	1,577,720
Industrial Materials	.....	393,067	.....	743,631
Insurance	199,244	1,896,353	232,187	1,860,418
Jewelry, Optical Goods & Cameras	228,103	1,171,547	148,625	802,877
Office Equip., Writing Supplies & Stationery	135,569	1,029,237	67,684	505,209
Political	130,396	136,666	779	779
Publishing & Media	74,257	512,648	30,990	206,437
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	190,955	1,634,805	258,583	1,957,165
Retail Stores & Direct by Mail	37,700	37,700	1,236	12,978
Smoking Materials	1,021,274	8,779,124	3,262,375	29,161,349
Soaps, Cleansers & Polishes	1,160,991	12,410,429	2,079,019	18,486,489
Sporting Goods & Toys	500	794	.....	51,723
Toiletries & Toilet Goods	1,252,370	15,686,439	3,932,895	29,809,028
Transportation, Travel & Resorts	119,585	461,105	112,549	360,348
Miscellaneous	938,344	7,777,144	185,040	1,848,346
TOTALS	$ 10,940,099	$115,015,098	$ 23,487,072	$178,975,411

Source: Publishers Information Bureau

GROSS TV NETWORK TIME SALES IN PRODUCT GROUPS FOR OCTOBER AND JAN.-OCT. 1954, COMPARED WITH 1953

	October 1954	Jan.-Oct. 1954	October 1953	Jan.-Oct. 1953
Agriculture & Farming	$	$ 91,510	$	$ 4,303
Apparel, Footwear & Access.	355,191	2,627,595	366,192	2,212,516
Automotive, Auto Equip. & Access	2,819,066	22,347,660	2,684,950	16,288,999
Beer, Wine & Liquor	638,791	5,650,109	584,224	4,236,838
Bldg. Materials & Equipment	46,211	1,098,916	53,022	223,867
Confectionery & Soft Drinks	560,128	4,754,030	597,463	4,461,525
Consumer Services	492,785	1,116,334	52,344	497,715
Drugs & Remedies	2,000,195	12,139,728	885,854	7,212,190
Entertainment & Amusements	.....	16,210	.....	11,428
Food & Food Products	6,024,932	51,723,736	4,135,224	33,213,141
Gasoline, Lubricants & Other Fuels	654,889	2,929,646	270,608	2,330,853
Horticulture	.....	23,406	.....	6,113
Household Equipment & Supplies	2,406,862	21,329,537	2,259,435	14,894,515
Household Furnishings	386,121	3,283,765	426,547	2,260,869
Industrial Materials	795,206	5,166,946	392,205	3,349,918
Insurance	226,213	1,383,498	186,991	1,156,060
Jewelry, Optical Goods & Cameras	285,637	2,072,738	322,455	2,271,003
Office Equip., Writing Supplies & Stationery	661,052	4,148,222	255,147	1,199,450
Political	245,621	253,596	5,790	5,790
Publishing & Media	37,795	168,918	19,475	235,488
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	746,813	6,251,172	417,268	3,162,372
Retail Stores & Direct by Mail	.....	42,345	.....	23,175
Smoking Materials	3,684,425	34,973,972	3,262,375	29,161,349
Soaps, Cleansers & Polishes	3,055,385	28,166,296	2,079,019	18,486,489
Sporting Goods & Toys	.....	42,502	.....	51,723
Toiletries & Toilet Goods	5,280,746	39,681,217	3,932,895	29,161,349
Transportation, Hotels & Resorts	35,610	765,590	112,549	360,348
Miscellaneous	248,098	2,176,640	185,040	1,848,346
TOTALS	$ 31,657,772	$254,425,834	$ 23,487,072	$178,975,411

Source: Publishers Information Bureau



Red lines show the 50,000 channel miles of the television network which can carry color programs

Color Television Network now reaches 109 cities

1954 was a big and busy year for color. Since the FCC approved the compatible system in December 1953, 50,000 channel miles of the Bell System television network have been specially adapted to carry color programs to 150 stations in 109 cities.

In addition to the big job of color conversion, the Bell System has also added 18,000 channel miles to the nationwide TV network.

Conversion of the television network to transmit color is an exacting and expensive job. New equipment must be added and hundreds of technicians must be trained in the complex color techniques in order to maintain and adjust this equipment to exact standards.

Plans for 1955 call for continued expansion of the television network—to keep pace with the industry's expanding needs.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

COMBINED RADIO BRIEF GETS EXPANDED SHOWING

Four-network promotion, prepared at BBDO's request, is scheduled to be seen by at least 12 other New York agencies.

THE FOUR-NETWORK presentation on the force of radio as an advertising medium, originated at the request of BBDO for the instruction of its own people [B•T, Dec. 6, 1954], last week was shown to the plans-and-account men of N. W. Ayer & Son, Philadelphia, and was set for early showing to other major agencies [CLOSED CIRCUIT, Jan. 10].

Stressing the effectiveness of radio advertising in general—whether network, spot, or local—the integrated report is based on research developed by Alfred Politz-Advertising Research Foundation, Starch Reports, J. A. Ward Inc. and S-D Surveys. Making the presentation to agencies are: Donald Durgin, director of sales development and research, ABC Radio; Frank Nesbitt, director of network sales development, CBS Radio; Henry Poster, director or sales planning, Mutual, and Howard Gardner, director of sales development, NBC Radio.

The success of the showing to BBDO aroused the interest of so many other agencies that Radio Advertising Bureau volunteered to arrange convenient dates, RAB explained last week. Thus far, plans call for approximately 12 showings in New York this month "before any plans are made for showing it elsewhere," according to RAB President Kevin Sweeney. McCann-Erickson was the second to see it (a fortnight ago) and, in addition to last Wednesday's presentation to Ayer, early bookings include J. Walter Thompson Co. and Dancer-Fitzgerald-Sample.

Mr. Sweeney, calling the sales project "unprecedented" among the networks, said: "The four radio networks have a long history of cooperative ventures in other areas although this is their first cooperative sales effort. They are simply doing jointly for the good of the entire industry what no single company could do individually, and large agencies, recognizing the uniqueness and importance of this report, have swamped us with requests for showings."

Atlantic Buys $50,000 Worth Of Regional Radio for 1955

CONTRACT involving an investment of more than $50,000 in 1955, said to be probably one of the largest appropriations for regional network radio advertising, was renewed last week by the Atlantic Refining Co.

The contract calls for sponsorship by Atlantic of the Rural Radio Network's *7:15 A.M. Weather Roundup* on 18 am and 12 fm outlets in New York State, outside the metropolitan New York area, and in northeastern Pennsylvania. The weather program is used by Atlantic for every-week, year-around advertising in combination with sponsorship of baseball broadcasts.

Station carrying the *7:15 a.m. Weather Roundup* are: WNBF Binghamton, WKBW Buffalo, WELM Elmira, WHCU Ithaca, WJTN Jamestown, WMSA Massena, WGNY Newburgh, WHLD Niagara Falls, WHDL Olean, WKIP Poughkeepsie, WEAV Plattsburgh, WHAM Rochester, WGY Schenectady, WQAN Scranton, WHEN Syracuse, WRUN Utica-Rome, WDLA Walton, WWNY Watertown and 12 fm stations.

Negotiations were conducted by Avery-Knodel Inc. for Rural Radio Network and N. W. Ayer & Son for Atlantic.

An Hour's Work

$100,000—highest fee ever paid a performer for a single tv appearance—is the sum Bob Hope reportedly will receive for conducting *Looking at You*, a one-hour video preview of General Motors' own auto show, Motorama, Wednesday, 10-11 p.m., on NBC-TV. Kudner Agency is handling the program for GM.

Glascock Joins Manchester

MAHLON A. GLASCOCK, former sales manager of WRC and WMAL-AM-TV Washington and most recently agency free lance copy writer, has been appointed copy chief of J. Gordon Manchester Advertising Inc., Washington, it was announced last week. Mr. Glascock also had served as NBC Spot Sales representative in Schenectady.

MR. GLASCOCK

AGENCY APPOINTMENTS

Proctor Electric Co., N. Y., has named Weiss & Geller, same city. Radio-tv will be used for Hi-Lo adjustable ironing tables, Zedalon pad and cover sets, toasters and irons.

Roger & Gallet (cosmetics, toiletries), N. Y., names Dowd, Redfield & Johnstone, same city. Radio-tv will be used, with tv tests starting on West Coast.

Home Provisioners Ltd., Hamilton, Ont., for Magic Pantry Freezers; **Dominion Provisioners Ltd.,** Montreal, for Amana Freezers, and **Templon Spinning Mills Inc.,** Mooresville, N. C., for Templon and Alana sweater yarns appoint Lewis King-Sidney Flamm Assoc. Inc., N. Y. Radio-tv in Canada will be used in former two. Agency now placing radio-tv spots for National Motor Boat Show at Kingsbridge Armory, Bronx, N. Y.

A&A PEOPLE

David L. Rand and **Leroy B. Block,** account supervisors, Grey Adv. Agency, N. Y., appointed vice presidents.

Carl E. Hassel, media director, Ross Roy Inc., Detroit, elected vice president.

J. Joseph Taylor Jr., marketing director, Jacob Ruppert Brewery, N. Y., promoted to vice president and advertising director.

Wendell D. Moore, media director, Grand Adv., Chicago, appointed advertising manager, Dodge Div., Chrysler Corp., Detroit.

Bruce E. Miller, national advertising manager, Plymouth Div., Chrysler Corp., Detroit, appointed director of advertising and merchandising; **William L. Martin,** executive sales staff, Plymouth Div., appointed sales manager.

William H. Taylor Jr. appointed assistant advertising manager, Pontiac Motor Div., General Motors Corp., Detroit.

James T. Hopkins, formerly editor, *Okaloosa News-Journal,* Crestview, Fla., to Florida Citrus Commission, Lakeland, as director of industry relations.

Raymond P. Calt, formerly with Young & Rubicam, N. Y., appointed copy director, Calkins & Holden, same city.

Marion E. Stringer to Selchow & Righter (games), N. Y., as advertising and sales promotion director.

Thomas S. Cadden, account service staff, Krupnick & Assoc., St. Louis, appointed radio-tv director.

Bob Hayward, formerly radio-tv supervisor, Foote, Cone & Belding, Hollywood office, appointed radio-tv director, Brisacher, Wheeler & Staff, San Francisco office.

Anne Coyle, formerly group supervisor, Tatham-Laird Inc., Chicago, appointed radio-tv manager, Rutledge & Lilienfeld Inc., same city.

W. Marshall Giesecke, formerly executive vice president, R. J. Potts, Calkins & Holden, Kansas City, Mo., and **L. M. Booton,** account supervisor, Minneapolis office, Bruce B. Brewer & Co., Kansas City, become partners of Brewer agency. **Albert L. Lockhart,** Brewer agency, appointed creative director, Kansas City office, succeeding **John A. Griffith,** deceased.

John G. Sullivan, advertising manager, Whirlpool Corp. (washers, dryers), St. Joseph, Mich., resigns to form own agency, J. G. Sullivan Co., 330 Main, South Bend, Ind.

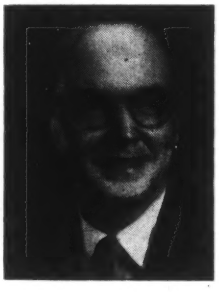
Frank E. Simpson, formerly with Needham, Louis & Brorby, Chicago, to Leo Burnett Co., same city, as account executive.

B. Charles Wild, advertising manager, Gardner Displays Co., Pittsburgh, to Dubin & Feldman Inc., same city, as account executive.

R. T. Van Norden to executive staff, Long Adv. Inc., S. F.; **Charles C. Wynn,** formerly with *San Jose* (Calif.) *Mercury-News,* to Long San Jose office as account executive.

Jean Senter, Larrabee Assoc., Washington, promoted to radio-tv director; **Frank J. Junker** to Larrabee as account executive; **John Shipman** to agency in charge of all public relations; **Donald Osten** promoted to copy chief; **Lee Perri** promoted to art and production coordinator; **Gernot Rasmussen** promoted to art director.

Holt J. Gewinner Jr., sales representative, WSB Atlanta, to Day, Harris, Mower & Weinstein Inc., same city, in charge of broadcast media.



MR. GEWINNER

Barbara San to Doherty, Clifford, Steers & Shenfield, N. Y., as radio-tv copywriter.

Robert Bullen, formerly with Krupnick & Assoc., St. Louis, to copy staff and plans staff, MacFarland, Aveyard & Co., Chicago; **Thomas Whitehead** to copy staff of agency.

Michael M. Minchin Jr., assistant merchandising manager, Broadway Dept. Stores, L. A., to sales promotion staff, Erwin, Wasey & Co. Ltd., same city.

Trevor Evans, president, Pacific National Adv. Agency, Seattle, installed as president, Seattle Adv. & Sales Club; **Wallace J. Mackay,** vice president, Miller, Mackay, Hoeck & Hartung, Seattle, elected to club board.

morning
afternoon
and night

KTVH is FIRST in the Wichita-Hutchinson multi-county area.

The latest Pulse reflects the* DOMINANCE *of KTVH

KTVH is FIRST in the morning

share of Audience: KTVH—89% • Station B—11% (a)

KTVH is FIRST in the afternoon

share of Audience: KTVH—51% • Station B—28% (a) • Station C—21% (a)

KTVH is FIRST in the evening

share of Audience: KTVH—55% • Station B—22% (a) • Station C—23% (a)

KTVH is your best buy <u>all the time</u> in the Wichita-Hutchinson market

for details ask your H-R man.

(a) does not broadcast for complete period share of audience is unadjusted for this situation

KTVH
Hutchinson

VHF 240,000 watts *CBS Basic* *Du Mont* *Channel* 12

20TH CENTURY-FOX PLANS TV FILMING

ENTRY into tv film production has been announced by 20th Century-Fox with the Western Ave. Studios in Hollywood turned to that purpose. Formation of a tv film subsidiary, similar to Columbia Pictures' Screen Gems setup, is planned.

Unlike Screen Gems, 20th Century-Fox will make its facilities available to independent video producers. The Western Ave. lot includes three large sound stages and also features a permanent theatre which has in the past been considered for live tv broadcasts and now could be suitable for tv filming before live audiences.

One problem under consideration by 20th is the permanent sets kept at Western Ave., which are in constant use. Use of the lot by its own or outside tv producers could disrupt the 20th Century-Fox motion picture production schedule.

No definite tv film series have been announced by the company.

Ed DeGray Named as Vitapix Station Relations Director

APPOINTMENT of Edward J. DeGray as director of station relations of Vitapix Corp. was announced last week by Edward E. Hall, vice president and general manager of Vitapix. Mr. DeGray moves to Vitapix from CBS Radio, where he has been director of station relations since 1953.

Mr. DeGray, who assumes his new duties today (Monday), is a veteran of 17 years in the broadcasting business. His initial assignments at Vitapix, according to Mr. Hall, will be devoted principally to field contacts. The appointment was said to be in line with the recent agreement made by Vitapix and Guild Films Co., under which the companies completed a programming and time clearance arrangement.

MR. DEGRAY

Mr. DeGray joined CBS in 1937 in the accounting department, and in 1940 was transferred to WBT Charlotte (then CBS-owned).

In 1948 Mr. DeGray rejoined CBS as executive assistant to the vice president in charge of owned and operated stations.

Vitapix Adds WDTV (TV); Stations List Totals 48

ADDITION of WDTV (TV) Pittsburgh to membership in the Vitapix Corp. was announced last week at a conference of officials of Vitapix and Guild Films Co. Total station membership in Vitapix currently is 48, with stations said to be in markets covering about 20 million sets.

Eddie Hall, vice president and general manager of Vitapix, noted that 41 of the 48 station members also are affiliated with either NBC-TV or CBS-TV, and added:

"I point out that fact as an indication that there really is no competitive conflict between Vitapix and the networks. We can give the networks time while we cooperate fully with Vitapix-Guild Films programming schedules."

David Savage, Guild Films station relations director and liaison official for Vitapix, commented that since such a high proportion of Vitapix stations are network affiliates, it proves "the importance of these stations in their markets and the high audience impact carried by the Vitapix line-up."

In attendance at the conference for Vitapix were John E. Fetzer, chairman of the board; Kenyon Brown, president; Joseph E. Baudino, Dick Borel and Paul O'Bryan, vice presidents; Bob Richards, public relations counselor, and Mr. Hall. Representing Guild Films were Reuben Kaufman, president; Aaron Katz, treasurer; Mannie Reiner, vice president in charge of sales, and Mr. Savage.

Fulton Lewis Launches Film News Series Jan. 21

NEW SERIES of on-the-scene telecasts utilizing camera interview techniques and spot reporting will be started Jan. 21 by Fulton Lewis jr. Productions. General Teleradio is distributing the filmed series, which will be seen simultaneously on subscribing stations, with General Tire already signed as sponsor in several major markets.

The first group of news programs will be based on Mr. Lewis' flight to Japan, Quemoy and Formosa. Accompanying him were George Johnston, president of Washington Video Productions, and John Caldwell, formerly of the State Dept., consultant. During the fortnight trip Mr. Lewis interviewed President and Madame Chiang Kai-shek on Formosa, along with other major political heads of the Chinese Nationalist government.

A Communist political leader, Wen Hua-Ling, who defected to the Nationalists, was interviewed as was a group of Communist prisoners on Quemoy Island. Mr. Lewis said his 1955 series probably will run 39 weeks, with flying trips planned to news spots all over the world.

Guild Board Members Increased to Seven

GUILD FILMS Co. announced last week that it has increased its board of directors from five to seven. This action was taken at the annual stockholders meeting in Denver on Dec. 8-9, during which all current officers and directors were elected for another term.

The officers include Reuben R. Kaufman, president; Aaron Katz, treasurer and vice president for finance; Jane Kaufman, secretary. The enlarged board of directors in addition to Messrs. Kaufman and Katz and Mrs. Kaufman, consists of David Van Alstyne, Van Alstyne, Noel & Co.; John E. Fetzer, chairman of Fetzer Broadcasting Co. and of Vitapix Corp.; William E. Walker, president of Badger Television Corp., and Julien Keilus, vice president and general sales manager of Kreitzler Jewelry Co.

Other officers re-elected are E. L. Shainmark, vice president for public relations; Manny Reiner, vice president for sales, and Joseph Smith, vice president for syndication.

Mr. Kaufman reported that Guild Films currently has in production two new filmed shows —*Confidential File* and *It's Fun to Reduce*— which will be made available for national spot sponsorship on Vitapix Corp. stations.

'Telenews' Carried on 102

TOTAL of 102 tv stations in U. S. and abroad are now carrying the International News Service's *Telenews*, daily news film feature, Robert H. Reid, manager of INS Tv Dept., has reported.

Flamingo Contracts 26 Princess Films

CONTRACT was signed last week under which Flamingo Films, New York, will distribute the film package of Princess Film Inc., consisting of 26 feature length films. The package contains 13 films produced by Princess specifically for tv and 13 theatrical features the company recently acquired.

Coincident with the announcement of the agreement, Sy Weintraub, vice president in charge of sales for Flamingo, disclosed that Robert Wormhoudt, formerly with the Vitapix Corp., has joined Flamingo to direct sales on the new feature film package. Vitapix previously held distribution rights to Princess' feature films, and Mr. Wormhoudt headed sales on that package during his tenure with Vitapix.

The 26-film package, according to Burt Balaban, president of Princess Pictures, already has been sold in more than 60 of the top markets in the country. Mr. Weintraub expressed the view that Flamingo will be able to double the number of markets presently sold within a short time. He said he has alerted Flamingo's sales staff, located in nine cities throughout the country, to concentrate "full attention" on the sale of the Princess package, pointing out it is the only feature film group that Flamingo is distributing.

Mr. Balaban plans to return to England at the end of this month to begin production on three cinemascope features for theatrical release, and later intends to produce another 13 feature films for television. These latter films will serve to enlarge the tv film package, and will be turned over to Flamingo for distribution.

The current package of 26 feature films consists of those made by Princess and 13 acquired from various sources. Most of the pictures, according to Mr. Balaban, originally were released by major companies, though they are all independent productions. All were released after 1946, except a Robert Flaherty documentary (1939).

Buyer for Goldwyn Studios Sought by Court Referees

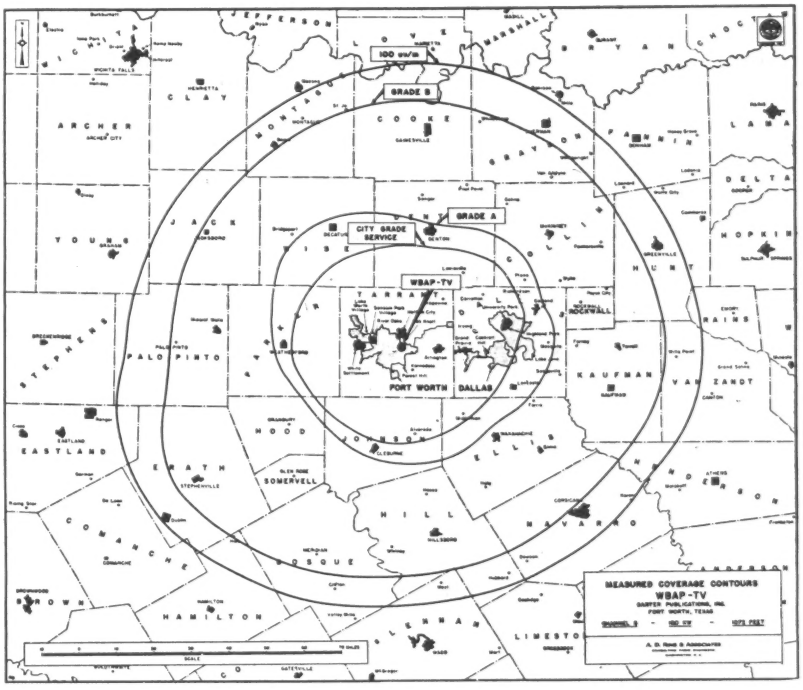
REFEREES have been given 60 days from last Friday to find a buyer for Goldwyn Studios, according to an order signed by Long Beach (Calif.) Superior Court Judge Paul Nourse.

The property, its value estimated at $4 million, consists of the 10-acre studios site, buildings and some $200,000 in equipment. Claims by Mary Pickford in her five-year court hassle with co-owners Samuel Goldwyn that she had an interest in the studio equipment were dismissed by Judge Nourse, who ruled that the equipment was owned by the producer [B•T, Dec. 27, 1954]. Both Miss Pickford and Mr. Goldwyn are expected to bid on the studio.

Gobel Tries Film

NBC-TV's *George Gobel Show* will be on film for one show, to be telecast sometime before June 25 when the program goes off the air for the summer. Desilu Productions Inc., Hollywood, has been contacted by Gomalco Enterprises to film the program with the three-camera technique and before a regular audience. Should the filming method prove effective, the switch to film will be on a regular basis, according to a spokesman for Mr. Gobel.

FULL COVERAGE with WBAP-TV . . . and here it is



SET COUNT 440,000

City grade service in BOTH cities!

WBAP-TV, Channel 5 with a tower 1072 feet high; tower and antenna 1113 feet; height above sea level 1739 feet.

REMEMBER—The only television station with city grade service in both Fort Worth and Dallas. In its sixth year, still the most coverage, the clearest picture, the largest audience. Full power with 100,000 watts.

Hooper's composite combine Fort Worth-Dallas survey, November, 1954 shows share of audience, 6:00-10:30 p.m.:

WBAP-TV 38%
2nd Sta. 36%
3rd Sta. 27%

Counties	24
Population	1,856,400
Families	572,200
Total Retail Sales	$2,284,777,000
Buying Income	$3,075,563,000

Sources: Sales Management "Survey of Buying Power" May 10, 1954
Measured Service Contour Map, A. D. Ring & Associates.

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC–NBC • FORT WORTH, TEXAS

AMON CARTER, Chairman | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manage.

FREE & PETERS, Inc. – National Representatives

Coca-Cola Buys Cantor In All Canada Markets

COCA-COLA Bottling Co. of Canada has signed to sponsor Ziv Television Programs' *Eddie Cantor Comedy Theatre* in all Canadian television markets. These include CKWS-TV Kingston; CFPA-TV Port Arthur; CFQC-TV Saskatoon; CKCK-TV Regina; CHCT-TV Calgary; CFRN-TV Edmonton; CHEX-TV Peterborough; CJCB (TV) Sydney; CHSJ (TV) St. Johns; CJIC-TV Sault Ste. Marie; CBHT (TV) Halifax; CBTW (TV) Winnipeg; CBMT (TV) Montreal; CBOT (TV) Ottawa; CHCH-TV Hamilton; CFPL-TV London; CKCO-TV Kitchener; CBVT (TV) Vancouver, and CKSO-TV Sudbury. The agency is D'Arcy Adv.

Schubert Charges Damage In 'North' Distribution

CHARGING he has not been allowed to exercise his contractual rights in distributing *Mr. and Mrs. North*, half-hour tv film series, Bernard L. Schubert has filed suit in Santa Monica (Calif.) Superior Court against John W. Loveton and Advertisers Television Program Service Inc. The plaintiff asks $250,000, estimated as extent of damage done to him by cancellation of contract, and an order prohibiting ATPS from distributing the series. He claims a contract for him to represent the series was renegotiated with producer Loveton on Jan. 1, 1954, and that on July 30 the producer canceled it.

Several months ago defendants were named in a suit, involving re-runs of *Mr. and Mrs. North*, by Federal Telefilms Inc. That suit charged the sum received by Federal last August, purporting to be 15% of the distribution proceeds, was arrived at after Mr. Loveton deducted 30% for distribution fees [B•T, Nov. 1954].

Current suit was filed Jan. 7 through Fox, Goldman & Kagon, Beverly Hills, Calif., firm.

Lucille Ball, Desi Arnaz Assume Control of MPC

LUCILLE BALL and Desi Arnaz, as individuals, have assumed voting control of Motion Picture Center Studios, Hollywood, under a new corporate set-up whereby Joseph Justman continues as president.

Other officers are Martin Leeds, Desilu Productions vice president, executive vice president in charge of production; Andrew Hickox, Desilu vice president in charge of business affairs, secretary, and Ed Holly, treasurer. Board members are Messrs. Arnaz, Justman, Leeds, Hickox and Al Pracca, who represents the Lutheran Aid Society, which has renewed its mortgage on MPC property under a refinancing set up.

Desilu continues to rent space for its film properties as does Television Programs of America.

Atlas Plans Half-Million Expansion During 1955

PLANS for a $500,000 expansion program during 1955 have been announced by Atlas Television Corp., New York. Dr. Henry Brown, president, stated that the expansion has been sparked by the sale of the company's new half-hour drama series, *Captain Z Ro*, on WRCA-TV New York to National Shoes. The series was produced on the West Coast with the cast which originally did the show on KTTV (TV) Los Angeles.

EDDIE CANTOR (seated) reviews a script which he read for Drewrys Beer when presenting the Ziv Television Programs film, *The Eddie Cantor Comedy Theatre*, in 12 midwest markets. With him are (l to r): David W. Stotter, vice president and account executive of MacFarland, Aveyard & Co., Drewrys advertising agency; Leslie D. Fairbairn, advertising manager, Drewrys Ltd., and Bill Mowry, tv director of the advertising agency.

CONGRATULATING each other on the sponsorship of *The Eddie Cantor Comedy Theatre* on KLZ-TV Denver are (l to r): C. A. Metro, station salesman, and Morris Miller, executive vice president of the Miller Supermarkets, Denver, the sponsor. Looking on are Ralph DeGidio, general manager of the Miller Supermarkets, and Marshall Robertson, Robertson Adv. Agency, Denver.

FILM SALES

KTTV (TV) Hollywood leased tv rights of *Fabian of Scotland Yard*, package it controls in 11 western states and Texas, to KOA-TV Denver, effective last fortnight, calling for 39 first-runs and 13 re-runs. KTTV, controller of *Stories of the Century* in Calif., Ore.; Wash. and Ariz., recently leased that series to KBAK-TV Bakersfield and KOVR (TV) Stockton, both Calif.

Screen Gems Inc., N. Y., has sold *The Damon Runyon Theatre*, co-produced with Screen Gems by Normandie Productions, Hollywood, to Anheuser-Busch Inc. (Budweiser Beer), St. Louis. Series, based on short stories of late Damon Runyon, will be syndicated by Screen Gems in markets not used by Budweiser. Air date for program is April 15, 1955.

MCA-TV Ltd., N. Y., signed contract with KEYD (TV) Minneapolis for 52 *Mayor of the Town* and 65 *Waterfront* programs on regular runs and 52 *Royal Playhouse*, 13 *Hollywood Off Beat* and 13 *Curtain Call* shows for unlimited runs.

ABC Film Syndication, N. Y., reports DuMont's WABD (TV) New York, has signed for *The Playhouse* tv film series for multiple runs during 18-month period.

Guild Films Co., N. Y., announces sale of *The Florian ZaBach Show* to CMA-TV Havana for 52 weeks effective Feb. 1.

Hollywood Television Service Inc., Hollywood, sold package of 26 feature films to WCBS-TV New York, for first run showings in area.

FILM DISTRIBUTION

Richard H. Ullman Inc., Buffalo, N. Y., Jan. 10 released *Watch the Birdie*, animated tv quiz show.

Victory Television Enterprises Inc., Baltimore, producers of *Who's on Parade*, personality quiz film currently aired on WFIL-TV Philadelphia, has available that feature for all tv markets except Albany, N. Y., Bridgeport and Hartford, Conn.; Altoona, Philadelphia and Wilkes-Barre, Pa.; Wilmington, Del., and Providence, R. I.

Official Films Inc., N. Y., has acquired *This is Your Music*, half-hour music tv film series produced by Jack Denove, which has been running in 14 West Coast markets under sponsorship of Pacific Telephone & Telegraph Co., S. F., and which has been renewed for another 13 weeks. Official already reports sale of series to KTVT (TV) Salt Lake City.

Martin Aircraft, Baltimore, has available free to tv stations 22-minute, 16mm sound and color public service film, "Horizon Unlimited," describing rocket flight, obtainable from Information Services of firm, Baltimore 3.

FILM PEOPLE

Lew Keller, former layout and design artist, Ray Patin Productions, Hollywood, to United Productions of America, same city, as animation director.

Bill Cornish, Edward Petry & Co., N. Y., to sales executive staff, Official Films Inc., same city; **Phil Mergener,** formerly with MCA-TV, N. Y., to Official Films, Chicago office.

Don Garrett appointed press representative, Screen Gems Inc., N. Y.

Stuart Wilson, freelance tv director-writer, to Daniel R. Goodman Productions, N. Y., as technical advisor and consultant.

Serge Krizman, art director, Meridian Productions, Hollywood, elected treasurer, Society of Motion Picture Art Directors.

Martin Waldman, public relations director, Consolidated Film Industries, Hollywood, father of girl, Nancy Susan, Jan. 5.

Richard Crane, featured in syndicated *Rocky Jones, Space Ranger* tv film series, father of girl, Kathryn Lee, Dec. 31.

Rod Cameron, featured in syndicated *City Detective* tv film series, father of boy, Anthony Roderick, Dec. 29.

You Can Make a MINT in FLINT!

THE BIG MONEY MAKER IS "RECORDS with ROCKWELL"

Voted Flint's No. 1 Disc Jockey!

What a selling combination! The most popular radio station in Flint and Flint's best-loved, most-listened-to disc jockey . . . Jim Rockwell! Nothing could be sweeter to lure business your way in Michigan's 2nd biggest income city. Folks just naturally tune to WKMF . . . Flint's only 24 hour station devoted exclusively to News, Music and Sports.

So, put your ad dollars where the listeners are!
"RECORDS WITH ROCKWELL"
is covering Flint's billion-dollar market like a tent!

WKMF—Flint . . .
WKMH—Dearborn-Detroit . . .
WKHM—Jackson

is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings . . . because *everybody* likes News, Music and Sports!

SAVE 10% BUY MICHIGAN'S GOLDEN TRIANGLE!
WKMH - Jackson
WKMF - Flint
WKMH Dearborn-Detroit

WKMF

Flint, Michigan

Frederick A. Knorr, *Pres.*
Eldon Garner, *Mg. Director*
Represented by HEADLEY-REED

'BIG SALE' IS THEME OF RAB CLINICS

Radio's sales promotion group opens this year's sales clinic series in Miami, with 63 meetings scheduled for first six months.

RADIO ADVERTISING Bureau last Monday launched its 1955 sales clinic series in Miami, signaling the first of 63 meetings that will be held in the first six months of the year around the theme of "Six Small Steps to the BIG Sale." An additional 39 clinics built around another theme will be conducted throughout the country in the last half of the year.

The meeting in Miami set the pattern for other clinics on succeeding days last week in Jacksonville, Birmingham, Atlanta and Augusta. They were conducted by Kevin Sweeney, RAB president, and Arch L. Madsen, director of member services, who emphasized to station sales executives that "The big sale—the one that sells out the station, the one that pulls in a flock of other advertisers anxious to imitate the big advertiser . . . takes longer, but in the long run it's far easier to make." The six steps listed were:

"Believe in your product—and know it; prepare your story—the whole story; plan the right selling approach and 'close'; make your presentation with showmanship; trigger your sale with the right idea and copy technique; put your client on the air and keep him there."

Messrs. Sweeney and Madsen told the clinics that RAB had used "the six small steps" formula successfully to sell many of the largest retail and regional advertisers on the use of radio, pointing out it had been accomplished by RAB executives working together with local station sales personnel.

The RAB clinics this year will make wider use of visual and tape presentations than ever before, with a sizable amount of the entire "six steps" story on tape. It is believed that the tape presentation will be particularly effective, since it will reproduce the actual sales messages and techniques used in developing business by stations and the RAB staff.

The RAB clinics will recess this week, before resuming again in Chattanooga, Tenn., Jan. 24. The schedule of RAB clinics, revising the slate announced last month [B•T, Dec. 6, 1954], is as follows (location of meeting within city shown in parentheses):

Jan. 24, Chattanooga, Tenn.; Jan. 25, Nashville, Tenn. (WLAC); Jan. 26, Columbia, S. C. (WIS); Jan. 27, Charlotte, N. C. (WBT); Jan. 28, Raleigh, N. C. (Auditorium of Carolina Power & Light Company).

Feb. 7, Phoenix (KOY); Feb. 8, Los Angeles (KNX); Feb. 9, Fresno, Calif. (KMJ); Feb. 10, San Francisco (KCBS); Feb. 11, Sacramento, Calif. (KFBK); Feb. 21, Washington, D. C. (WTOP); Feb. 23, Richmond, Va. (WRVA); Feb. 24, Roanoke (WROV); Feb. 25, Baltimore (WBAL).

March 7, New Orleans (WDSU); March 8 Shreveport (KWKH); March 9, Dallas (WFAA); March 10, San Antonio (KENS); March 11, Corpus Christi (KRIS); March 21, Albuquerque, N. M.; March 22, Amarillo, Tex. (KGNC); March 23, Oklahoma City (KOMA); March 24, Tulsa, Okla. (KVOO); March 25, Little Rock, Ark. (KTHS).

April 4, Billings, Mont.; April 5, Boise, Idaho; April 6, Portland, Ore.; April 7, Spokane, Wash.; April 8, Seattle; April 18, Milwaukee; April 19, Grand Rapids, Mich.; April 20, Detroit; April 21, Cleveland; April 22, Cincinnati.

May 2, Chicago; May 3, Peoria, Ill.; May 4, Louisville; May 5, Indianapolis, Ind.; May 6, Fort Wayne; May 16, Trenton, N. J.; May 17, Philadelphia; May 18, Pittsburgh; May 19, Buffalo; May 20, Syracuse; May 31, St. Louis.

June 1, Wichita, Kan.; June 2, Denver; June 3, Salt Lake City; June 13, New York; June 14, Hartford, Conn.; June 15, Boston; June 16, Manchester, N. H.; June 17, Bangor, Me.; June 27 Bismarck, N. D.; June 28, Minneapolis; June 29, Omaha; June 30, Des Moines. July 1, Cedar Rapids, Iowa.

RETMA Tax Unit

NEW Tax Advisory Committee was formed Thursday by Max F. Balcom, chairman of the board, Radio-Electronics-Tv Mfrs. Assn., to carry on the RETMA fight against a 10% excise tax on radio and tv sets. Chairman is Gerard M. Ungaro, Magnavox Co. RETMA contends the tax is discriminatory and it will ask Congress to rectify the damage caused the industry when the tax on other appliances was cut to 5%.

TvB Names Murphy Chairman Of Membership Unit in N.E.

JOHN T. MURPHY, vice president in charge of Crosley Broadcasting Corp.'s television stations, last week was named chairman of the Television Bureau of Advertising's membership committee for the Northeast.

MR. MURPHY

Mr. Murphy, whose appointment was announced by Clair R. McCollough of the Steinman Stations and Richard A. Moore of KTTV (TV) Los Angeles, co-chairmen of the TvB Board, replaces Kenneth L. Carter of WAAM (TV) Baltimore, who had served as temporary chairman and will continue as a member of the board.

Members of Mr. Murphy's committee are Paul Adanti, WHEN-TV Syracuse; John H. Bone, WNEM-TV Bay City, Mich.; Gordon Gray, WOR-TV New York; Robert Lemon, WTTV (TV) Bloomington, Ind.; William H. Rines, WCSH-TV Portland, Me.; Frank Schreiber, WGN-TV Chicago, and Frank Snyder, WXEL (TV) Cleveland.

The Northeast committee's jurisdiction in the membership drive includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, District of Columbia, Delaware, Maryland, West Virginia, Ohio, Indiana, Michigan, Illinois and Wisconsin.

Meanwhile, Norman E. (Pete) Cash, TvB director of station relations, last week made his first field trip since joining the organization the first of the year—he conferred with broadcasters in Syracuse for an organizational meeting of the New York Broadcasters Assn.

12 Students Named Finalists In 8th Annual VOD Contest

EIGHT boys and four girls were named finalists in the eighth annual Voice of Democracy Contest, sponsored jointly by Radio-Electronics-Tv Mfrs. Assn., NARTB and U. S. Junior Chamber of Commerce. The four national winners will be selected from this group and receive $500 scholarships and tv sets at the annual awards luncheon to be held Feb. 23 at the Shoreham Hotel, Washington.

Three foreign students were among state winners this year. Two were exchange students—Catherine Esther Styles of Auckland, New Zealand, who represents Minnesota, and Elizabeth Davies of Suffolk, England, winner in Wisconsin. South Carolina was represented by Billy Kim of Korea, student at Bob Jones Academy.

The 12 finalists are: Judy Abramson, Yuba City, Calif.; Robert H. Hale, Sterling, Colo.; Norman Tolk, Twin Falls, Idaho; Martin John Flynn, Lafayette, Ind.; Dwight David Walker, Oskaloosa, Iowa; Ramona Waugespack, Vacherie, La.; Miss Styles; Gerald S. Wolfe, Carlsbad, N. M.; Avron Joseph Maletsky, Schenectady, N. Y.; Philip Arthur Diehl, Charlotte, N. C.; Gracie Beers, Wooster, Ohio; Richard E. Frieberg, Beresford, S. D.

VOD announced the contest set a new record in the number of students participating. The students voiced five-minute broadcast scripts on the subject, "I Speak for Democracy." The contest is endorsed by the U. S. Office of Education.

News Ad Men to Get How-to-Sell Plan

THE Bureau of Advertising of the American Newspaper Publishers Assn. will outline a program on how space salesmen can best peddle their papers against the threat of radio-tv and other media when its executives make their sales pitch in Chicago this week.

The occasion will be the 45th annual convention of the National Advertising Executives Assn. at the Edgewater Beach Hotel starting today (Monday).

While no actual broadcast media sessions have been scheduled as such, radio-tv competition—particularly as it has been reflected in the past year's fight for the automotive and other dollars—is certain to creep into the three-day convention. Theme of the conclave is better selling by spacemen. As usual, the battle for the advertisers' dollar will command attention at both national and local levels.

Last year, it is recalled, newspaper executives were admonished to take a leaf from the aural-visual media and seek to establish a closer liaison with advertisers and their editorial personalities. Space salesmen were urged to look to their laurels and resell automotive interests. U. S. auto powers subsequently responded, last fall, with a record $64.5 million commitment for the twin electronic media during the 1954-55 season. At the same convention, it was predicted that color in newspapers held the same promise as for tv.

Harold S. Barnes, director of ANPA's Bureau of Advertising, will head a battery of speakers who will address newspaper executives at an afternoon session today (Monday). An agency reception and dinner will follow. Among featured speakers will be A. G. Ensrud, media representative, J. Walter Thompson Co., and Richard Whidden, product advertising manager for General Foods Corp.

The panels will be dominated by newspaper executives. A leading retailer is promised for Tuesday's luncheon address, preceded by election of officers. Donald Bernard, *Washington Post & Times-Herald*, will preside over the meetings and deliver the keynote talk.

SCBA Plans 4 Sales Meetings

SERIES of four district meetings, designed to help outlying Southern California Broadcasters Assn. member stations in "Selling Radio Today," are being planned for early this year, Robert J. McAndrews, SCBA president, announced last week. Stan Spero, general sales manager of KMPC Hollywood, will head a panel of sales managers to discuss latest sales methods at the luncheon or dinner sessions. District directors, elected for each of four districts outside metropolitan Los Angeles, will preside at the meetings.

success—*where others have failed!*

Du Mont, and only Du Mont is delivering both monochrome and color 16mm film scanning equipment. Du Mont, and only Du Mont has been able to design, develop and manufacture such a system. As a result, Du Mont is selling and delivering more monochrome —color film systems today than any other manufacturer.

The facts in favor of the Du Mont Multi-Scanner system cannot be denied or ignored. Other manufacturers have been forced to adopt cumbersome, awkward and already outmoded systems that can in no way compare to the Du Mont Multi-Scanner system. Such systems can do little more than serve as interim equipment until a scanning system is purchased.

Proof is in performance and in the operating records of more than 60 stations that have already installed Du Mont Multi-Scanners. *Du Mont Multi-Scanners outsell and outperform every other system on the market!*

TELEVISION TRANSMITTER DEPARTMENT
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, N. J.

RTES BRIEFED ON CBS-TV SATELLITES

Shurick says network has devised formula which could be applied in revising its tv affiliates satellite rate structures.

CBS-TV, in consultation with its rate committee, has been working out a formula, still in the formative stage, which possibly could be applied as a basis for revised rate structures for satellite tv operations of its affiliated stations, it was acknowledged publicly last week.

Edward P. Shurick, CBS-TV director of station relations, a speaker at Tuesday's Radio & Television Executives Society timebuying and selling luncheon seminar at Toots Shor's restaurant in New York, was asked about CBS-TV's plans on tv satellites during a question-answer period.

Mr. Shurick said there is a "place" for satellite tv coverage where a station's original coverage in an area proves to be inadequate. He also told the audience, made up of timebuyers and time salesmen, that the present thinking is that satellite stations should not have separate rates but if increases are necessary, they probably would be combined with the parent station's rate structure.

Later, Mr. Shurick explained that CBS-TV's view at the present envisions an increase in station rates where it is justified by additional circulation—likened to the circulation boost enhanced by a station's increased tower height.

Also speaking on the topic of station coverage was Julia Brown, director of media research, Compton Adv. In the question-answer period, Miss Brown explained that agencies want coverage data that will reveal the area where the station's signal can be reached and that measurement of people listening to the station. (Miss Brown's talk is printed on page 39.)

In his talk, Mr. Shurick urged an all-industry study of listenership to stations—providing such information as "X" number of families tune in one, three, five and seven times a week to a given station. It would be helpful, he said, to know these findings consistently on a month-in and month-out basis, "or at least on a quarterly basis." He said CBS-TV research investigations revealed that the cost of such a study would be more than $500,000 should the network go it alone. He said CBS-TV was willing to pay its share. "Shall we pass the hat?" he asked.

Mr. Shurick reviewed the techniques in determining station coverage (on a network basis), how that information is applied by CBS-TV and what need the network has for such data.

Techniques, or sources of coverage data, are several, Mr. Shurick said. These include engineering computed contours (all of that area to which the station delivers a signal having the minimum required field intensity); actual measured engineering contours (actual field tests by an accredited engineer using an equipped truck to measure the signal along radiants from transmitting points); A. C. Nielsen circulation and reception data; evidences of mail responses (he agreed with Miss Brown that this method was "hardly conclusive," satisfying only a curiosity where the station can be seen); television dealer comments on installations; American Research Bureau-uhf studies (he said this throws some light on uhf set purchases and uhf set conversions), and on-the-spot inspection of a given station's reception (by engineers or by members of the station relations department).

Information gathered, Mr. Shurick said, is used to determine a "composite picture" of complete coverage by the network's stations; it also is applied to determine the coverage for a specific program's station line-up. In this regard, he noted, a "two-level definition" is used —intensity, counties in which reception is at least 75% as good as the home county, and secondary coverage, those counties in which reception is 25% to 75% as good as the home county. Another use of this data, he explained, is for determining individual coverage for network rate-setting.

Shortcomings in station coverage information, according to Mr. Shurick, include the lack of knowledge beyond the theoretical line of how far a signal reaches in distance from the transmitting point. Neither, he said, is it enough to know via mail response that with ideal weather conditions a viewer in an outlying area could identify the station since there is no corroboration from the identifier's neighbors.

In speaking about A. C. Nielsen's circulation and reception data, which CBS-TV updated a year later in May 1953, Mr. Shurick noted that generally it is accepted that the "important thing is not where a signal can be seen but where it is seen consistently." Mr. Shurick recalled that CBS-TV in November 1953 invested $75,000 to recount sets to determine reception. The network also converted this data to show circulation and the stations' areas of intense signal or secondary coverage.

N. Y. Broadcasters Elect Mike Hanna

MICHAEL R. HANNA, WHCU Ithaca, New York, was elected president of the New York State Assn. of Radio & Television Broadcasters at the first meeting of the organization in Syracuse last Wednesday. New York is the 43d state in which radio-tv associations have been formed by broadcasters.

MR. HANNA

Other officers elected were Bill Doerr, WEBR Buffalo, first vice president; Gordon Gray, WOR-AM-TV New York, second vice president; George Dunham, WNBF Binghamton, treasurer, and Elliott Stewart, WIBX Utica, secretary. Members of the board of directors are: Ham Shea, WRCA-AM-TV New York; Sam Cook Digges, WCBS-TV New York; Fred Keesee, WMBO Auburn; Joe Bernard, WGR Buffalo; Morris S. Novik, WLIB New York; William Fay, WHAM Rochester; Joel H. Scheier, WIRY Plattsburgh, and E. R. Vadeboncoeur, WSYR Syracuse.

Others at the meeting included:

John R. Titus, Albany attorney, who was retained as counsel; Norman E. Cash, TvB; Roy L. Albertson Jr., WRNY Buffalo; Phil Cameron, WELM Elmira; A. C. Lloyd Jr., WENT Gloversville; Carl S. Ward, WCBS New York; Don deNeuf, Rural Radio Network; Kay Hanna, WHCU Ithaca; William L. Thompson and Leighton Hope, WKRT Cortland; Neall Moylan, New York State, Albany; George W. Bingham, WKIP-WGNY Poughkeepsie; George P. Droelle Jr. and Gordon Jenkins, WCLI Corning; H. Stillwell Brown, Rural Radio Network; William O. Dapping, WMBO Auburn; Donald Curran, WNHG Hornell; Tom Cunningham, Associated Press, New York; R. B. Hanna, WGY-WRGB Schenectady; Harold Goldman, WROW Albany; Louis Saiff Jr., WWNY Watertown; James W. Higgins, WCNY-TV Watertown; Earl R. Kelly, WWNY Watertown; Thomas L. Brown, WBBF Rochester; E. F. Lyke, WVET-TV Rochester; G. S. Delaney, WHEC-AM-TV Rochester; Mike Cuneen, WDLA Walton; Dale Taylor, WENY Elmira; Leo Rosen, WPTR Albany; Nick Dardano, WGAT Utica; John Henzel, WHDL Olean; Dale Johns and Kirt King, United Press; Ed Gamble, WBTA Batavia; R. A. Clark, WRUN Utica; C. A. Henderson, WLEA Hornell; Paul Adanti, WHEN-AM-TV Syracuse; Dale Robertson, WWSC Glens Falls; Andrew Jarema, WKOP Binghamton; F. H. Brinkley, WENE-WDOS Endicott-Oneonta; Martin Karig, WWSC-WIPS Glens Falls-Ticonderoga; Richard O'Connor, WSPN Saratoga Springs; Charles F. Phillips and O. F. Soule, WFBL Syracuse; Jack Burgess, WOSC Fulton, and George Lansing, WBRV Booneville.

National Tv Favored In Informal NCAA Vote

INFORMAL POLL of delegates attending the National Collegiate Athletic Assn.'s 49th annual convention in New York [B•T, Jan. 10] showed there was overwhelming sentiment for a 1955 football television program stressing national, rather than regional, control.

It was pointed out by NCAA officials that the poll, taken on Jan. 8, was "strictly unofficial," as no effort had been made to insure voting by more than one delegate from each institution. NCAA officials stated the voting was not intended for the guidance of the 1955 television committee, but was taken at the insistence of several delegates. They added that the confidential "straw" vote, taken officially by the NCAA at a session on Jan. 6, will be turned over to the 1955 tv commitee for guidance purposes.

The informal vote showed 81 preferred the 1954 plan with national controls; 84, the Eastern Collegiate Athletic Assn. plan with national controls but less rigid than the 1954 plan; 37, regional tv plan; 4, unrestricted television plan, and 1, the "one-rule" plan.

Five new members were elected to the 12-man 1955 television committee. They are: Warren P. McGuirk, U. of Massachusetts; Max Farrington, George Washington U.; Earl Fullbrook, U. of Nebraska; Douglas Mills, U. of Illinois, and Ted Harder, Santa Barbara State College. Holdover members of the committee are: Robert J. Kane, Cornell U.; Howard Grubbs, Southwestern Conference; E. L. Romney, Mountain States Conference; J. Shober Barr, Franklin and Marshall College; Harvey Cassill, U. of Washington; Asa S. Bushnell, Eastern Collegiate Athletic Conference, and Walter Byers, executive director of NCAA.

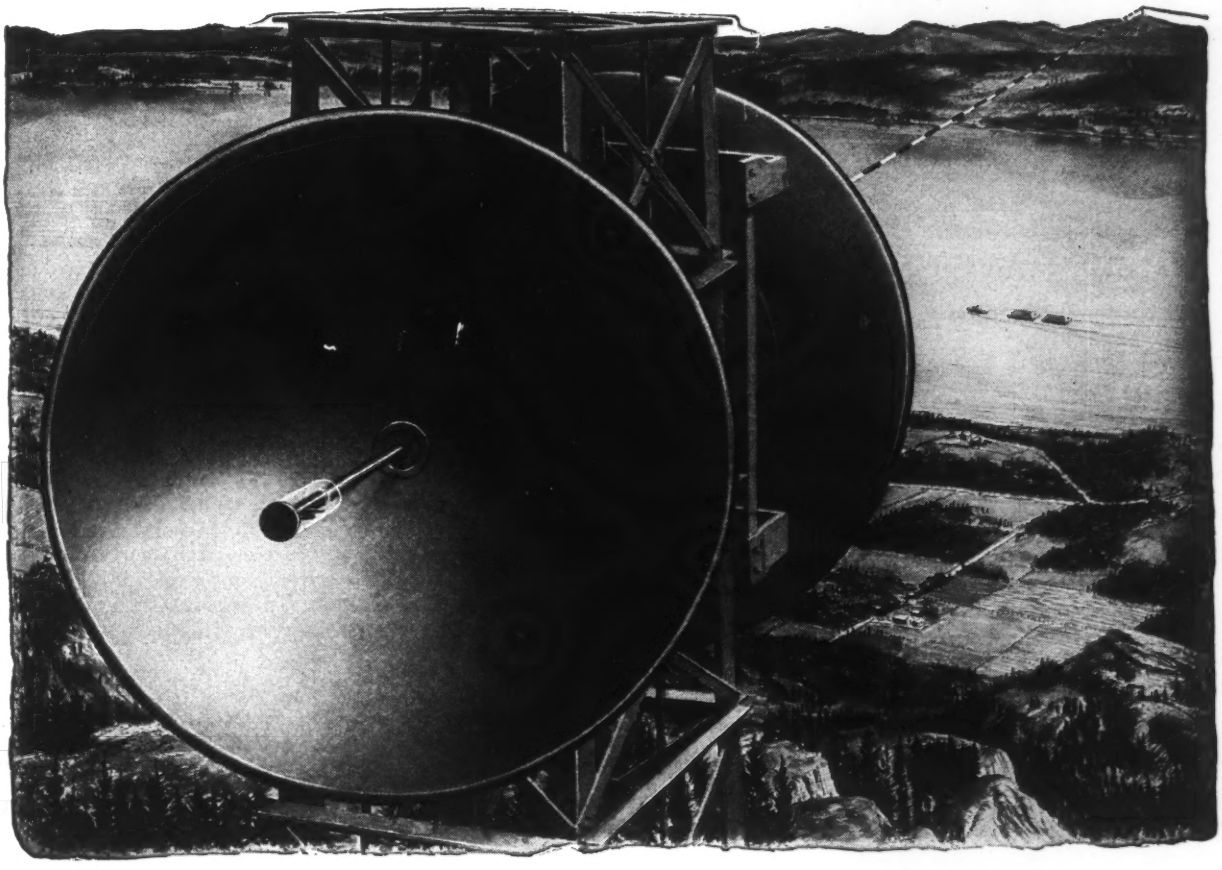
The new television committee is scheduled to meet in Chicago today (Monday) it was reported last week.

Once the group works out the routine organizational matters and elects a new chairman to succeed Mr. Cassill, the Big Ten is expected to renew its fight for regional football tv controls, even within the framework of national restrictions. The Big Ten went on record at the NCAA annual convention as saying last year's national plan was "unacceptable."

The committee is expected to work out details of the 1955 television program by the spring when it will submit its recommendations to the NCAA membership for a mail referendum.

Michigan Forces Tv Issue

TWO state-supported universities—U. of Michigan and Michigan State—would be required to permit telecasting of all home football games despite the one-game policy of National Collegiate Athletic Assn., under terms of two resolutions introduced in the Michigan Legislature. If adopted, the resolutions might draw other Big Ten colleges into revolt against NCAA and force a regional policy, in the view of some Big Ten athletic officials.



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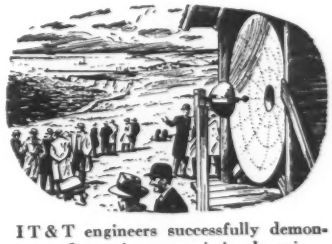

IT&T engineers successfully demonstrate first voice transmission by microwave, Calais to Dover, March 31, 1931.

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Savings in operating costs alone amount to as much as $145,000 (over 5 years-estimated) with a high power Standard Electronics transmitter. Power consumption is as much as 25% less than for competitive transmitters. Compact air cooling system is used throughout. No extra power costs for elaborate pumping and liquid cooling systems . . . no additional external blowers or external vaults.

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Tubes are long life types, giving 5000 hours or more of operation even on channel 13, hence replacements are infrequent and maintenance costs minimum. Low emission visual tubes may be interchanged in aural section for even longer life. Similar types are extensively employed.

Easily installed transmitter units are entirely self-contained. Great flexibility is permissible in the arrangement of S-E cabinets to conform to existing walls and floor areas . . . takes fewer square feet of floor area to set up and fewer building alterations are necessary. S-E frames are smaller in all three dimensions than competitive types. They can be more easily moved through doorways, passageways, and elevators.

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. . . for ease of operation . . . safety . . . accessibility . . . control.

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. . . in provision for future power growth, in styling . . . can be used NOW with color

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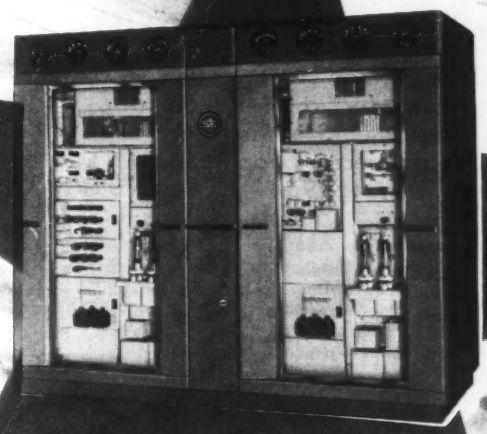
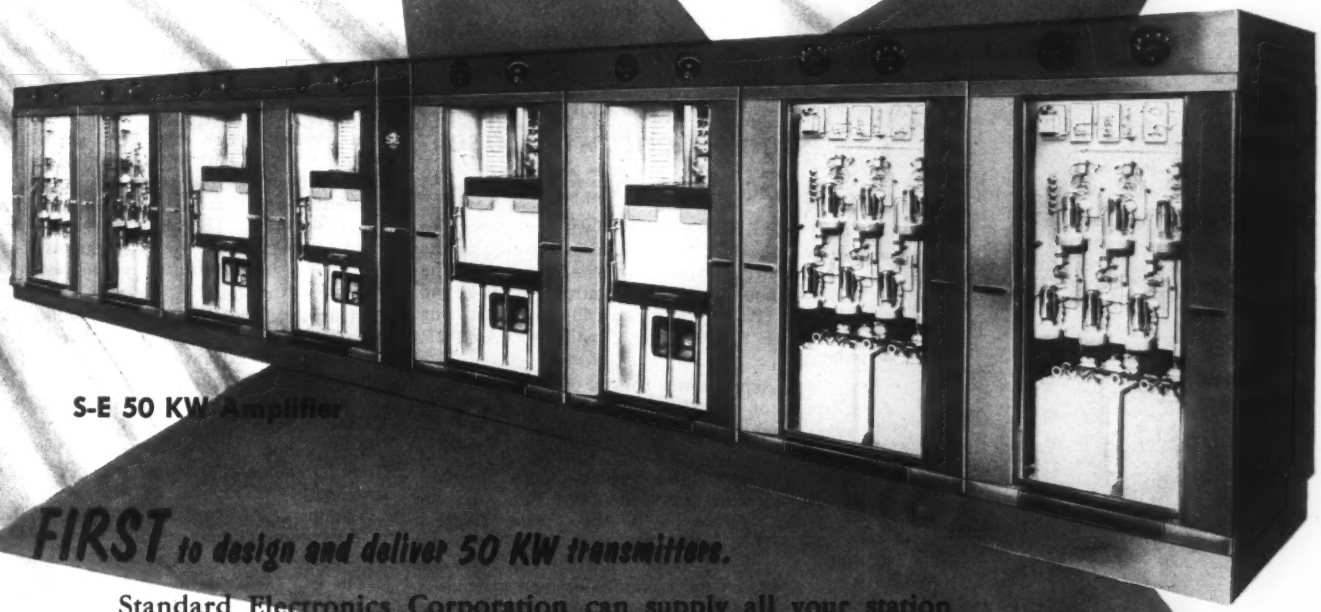


500
WATTS
e-x-p-a-n-d-a-b-l-e to
50 KILOWATTS



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SENATE GETS McCONNAUGHEY NAME AGAIN

FCC chairman's nomination is sent up for confirmation a second time. He has held the post on recess appointment since Oct. 4, 1954.

PRESIDENT Eisenhower last week sent to the Senate the nomination of FCC Chairman George C. McConnaughey to membership in the Commission. Mr. McConnaughey has been serving under a recess appointment by the President since Oct. 4, 1954.

The nomination—which is for the unexpired term of seven years from July 1, 1950—was sent from the White House to the Senate last Monday. The FCC membership vacancy was created by the resignation of Comr. George E. Sterling.

Mr. McConnaughey's nomination was referred to the Senate Commerce Committee. The committee has not announced a date for a hearing on the nomination.

It was the second time Mr. McConnaughey had been nominated for the FCC post. The President sent the McConnaughey nomination to the Senate during its special session last November at which it was considering a motion to censure Sen. Joseph R. McCarthy (R-Wis.).

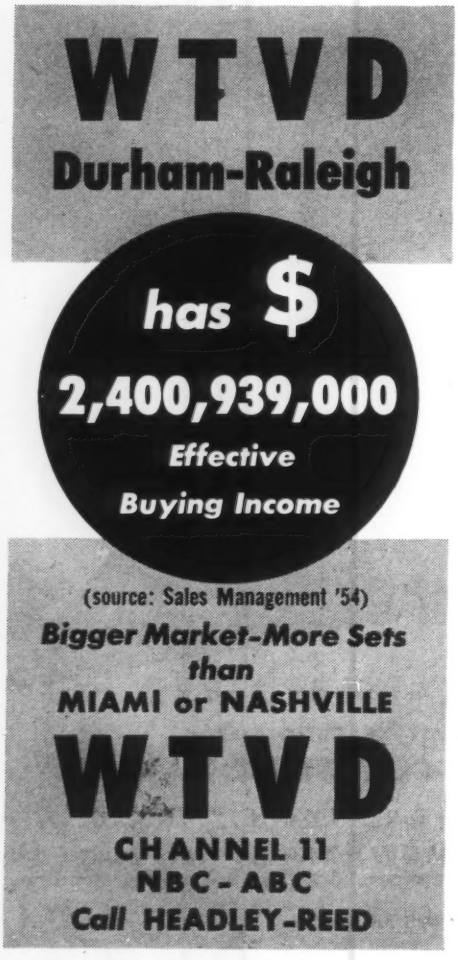
Although the nomination was propelled through the Senate Commerce Committee by Sen. John W. Bricker (R-Ohio), then chairman, and six other GOP members, it failed confirmation when Democrats objected on the Senate floor [B•T, Nov. 15, 1954]. Democrats on the committee had abstained from voting on the nomination.

The Democrat blocking move had been anticipated after a hearing on the nomination by the committee, at which time Democrats had laid down their party's policy on nominations—that all "controversial" nominations or those requiring hearings be held over until the 84th Congress. Democrats explained the move was made to prevent undue delay in the Senate on the McCarthy censure motion, but the action was interpreted as a bid for power on the basis of Nov. 2 election victories by Democratic candidates.

Democrats questioned Mr. McConnaughey during the committee hearing about his views on uhf-vhf channel intermixture and about a newspaper report alleging the FCC chairman was one of a group of GOP government leaders named by the White House to clear federal jobholders, both in and out of civil service.

Mr. McConnaughey said at that time he had not had time to form an opinion on intermixture and wished first to "study" the problem. He denied he had been designated to clear civil service and other government jobs with the GOP.

Sen. Estes Kefauver (D-Tenn.) has indicated he may want to question the FCC chairman, when the committee holds its hearing, on "some letters" he has received which criticize Mr. McConnaughey. He did not reveal the source or subject of the letters.



Easton-Allentown Case To Go Into SCOTUS

THE SUPREME COURT last week agreed to take up the FCC's appeal from a ruling of the U. S. Court of Appeals in Washington that the Commission erred in granting 1230 kc to Easton (Pa.) Publishing Co. and denying Allentown Broadcasting Corp. [B•T, Aug. 23, 1954].

The Commission, backed by the Solicitor General of the U. S., said the appeals court substituted its judgment for that of the FCC.

The case began in 1947, when the FCC granted Allentown Broadcasting Corp. the 1230 kc facility with 250 w unlimited time, and denied the application of the *Easton Express* (WEEX [FM], WGLV [TV]). The Easton applicant appealed to the courts and in 1949 the court reversed the Commission and ordered a further hearing. In 1950 the second hearing was held and Examiner Elizabeth C. Smith recommended that the grant to Allentown (WHOL) be affirmed. This was reversed by the Commission, which authorized the grant to Easton. Allentown then appealed to the court and last year's decision remanded the case to the Commission.

The appeals court, in its two-to-one decision, said the FCC had no basis for determining that both applicants were equally able to serve their respective communities. The court ruling virtually upheld the examiner's findings, questioning the candor of Easton witnesses, and her belief that Easton was susceptible to being found monopolistic on the concentration of communications media issue. The court majority also said the FCC had no right to overrule the examiner's impressions regarding the credibility of witnesses.

In its petition for a *writ of certiorari*, the FCC said the lower court's ruling raised two questions:

1. The Court of Appeals held that the FCC in deciding between two mutually exclusive applications for broadcast stations in different communities, can determine that one community's need for a second station outweighs the needs of the other community which already has a multiplicity of local services, only if it has first found that both applicants are approximately equal in their ability to serve their respective communities. The first question is whether such a holding imposes an undue limitation upon the exercise of the administrative licensing powers of the Commission.

2. Whether, under Universal Camera Corp. v NLRB, 340 U. S. 474, the court below improperly substituted its judgment for that of the Commission on the inferences to be drawn from undisputed facts, largely by holding that the Commission's conclusions concerning the qualifications of a proposed licensee to operate a station in the public interest, when such conclusions differ from those of its hearing examiner, must be supported by "very substantial preponderance" in the evidence.

Vhf Grant Issued For Jonesboro, Ark.

FCC also authorizes relay for rebroadcasts in Oak Hill, Va.; finalizes changes in allocation assignments.

FCC last week granted a new tv station on ch. 8 at Jonesboro, Ark, to KBTM-AM-FM there.

Grant is subject to the condition that no construction begin until the FCC grants the modification of the KBTM antenna.

The new ch. 8 facility will operate with an effective radiated power of 11.7 kw visual, 7.08 kw aural with antenna height above average terrain of 200 ft.

In another action, the FCC granted ch. 4 WOAY-TV Oak Hill, W. Va., authority to build a new private tv intercity relay system between Charleston and Oak Hill, a distance of approximately 40 miles. The relay system will provide a program circuit to transmit programs of ch. 49 WKNA-TV Charleston for rebroadcast by ch. 4 WOAY-TV.

Meanwhile, the FCC finalized rule making, effective Feb. 21, and assigned five additional noncommercial educational tv channels for the following communities in Michigan: Alpena, ch. 11; Escanaba, ch. 49; Houghton, ch. 25; Kalamazoo, ch. 74, and Marquette, ch. 35.

FCC action came in response to petition by Clair L. Taylor, State Superintendent of Public Instruction, Michigan.

Commission's action raises the total number of noncommercial educational channels to 257. Of this, 85 are vhf and 172 uhf.

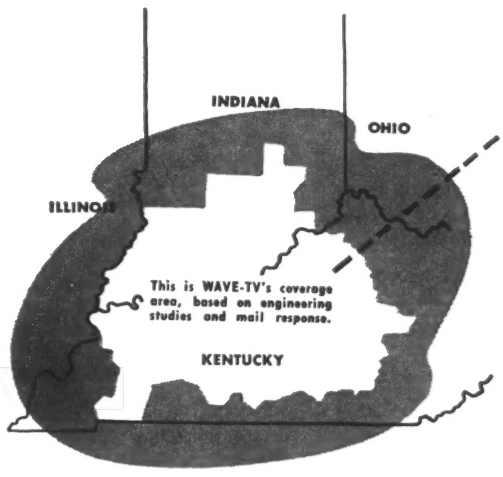
The FCC also finalized rule making, effective immediately, and amended its table of tv assignments by substituting ch. 44 for ch. 73 in Scranton, Pa., and noncommercial educational ch. 48 for reserved ch. 44 at State College, Pa.

The Commission also invited comments by Feb. 18 to proposed rule making to add ch. 14 to San Antonio, Tex., and delete ch. 14 and add ch. 38 to Seguin, Tex. Basic petition was by ch. 41 KCOR-TV San Antonio.

Budget Changes Proposed

REVISION of federal government budget procedure to improve efficiency is proposed in a report made public Saturday by the Research & Policy Committee of the Committee for Economic Development. Chairman of the research group is Frazar B. Wilde, Connecticut General Life Insurance Co. Changes in the preparation and form of the budget were advocated to give a clearer picture of proposed activities.

THINKING?



If you're thinking about a way to reach the biggest TV AUDIENCE in Kentucky and Southern Indiana — ASK YOUR REGIONAL DISTRIBUTORS!

Pick up the phone right now—talk with your distributor in Louisville

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Ask them all this question, "What Louisville TV station do your neighbors prefer?"

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FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES

National Representatives

ACC TO STUDY TALL TV TOWER QUESTION

Air Coordinating Committee will pursue the problem of 'hazards' inherent in tv towers above 1,000 ft. in height. A bill limiting towers to that height is being prepared for Congressional approval.

A JOINT government-industry "tall tower" study of purported hazards to air navigation by 1,000-ft. and higher tv towers—to be prepared within 60 to 90 days—will be undertaken by the Air Coordinating Committee, it was decided Thursday.

The Committee, which includes top government executives of sub-cabinet rank, made its decision following a four-hour meeting during which it heard representatives of the radio-tv and aviation industries comment on the proposal by the ACC's Airspace Subcommittee that tv towers be limited in height to 1,000 ft. above ground [B•T, Nov. 29, 1954, *et seq.*].

At the same time B•T learned that a bill was being drafted by Rep. Carl Hinshaw (R-Calif.) to limit tv towers to no more than 1,000 ft. above ground. Rep. Hinshaw, second senior Republican on the House Commerce Committee last year has been primarily active on aeronautical matters. He represents the 20th California (Los Angeles County) district and is a civil engineer by profession.

Mr. Hinshaw was the author of a bill in the 83d Congress which would have redefined the term "broadcasting" in the Communications Act to prevent subscription tv from using broadcast bands in the spectrum.

During the comments by broadcast representatives, Victor A. Sholis, vice president and director of WHAS-TV Louisville, Ky., announced that the *Louisville Courier-Journal* and *Times* station was seeking a 2,005 ft. above ground tower-antenna at a site 17 miles southeast of its home city. It is now operating with a 600 ft. above ground antenna, radiating 316 kw on ch. 11, from a site across from its studio building in downtown Louisville.

Mr. Sholis revealed that WHAS-TV had considered 13 sites, and had discussed five of them with CAA officials.

To indicate the arbitrariness of the Airspace proposal, Mr. Sholis said that WHAS-TV could build a 2,005-ft. observation tower without any approval by CAA or aviation interests. The only approval required would be compliance with local zoning restrictions, he said.

In discussing aviation accidents involving radio and tv towers, Mr. Sholis observed:

". . . this proposal implies that the tower is the villian whenever a plane flies into it. This is a bewildering premise in light of the history of such accidents during the past four years. The facts are that, but with one exception, all of them occurred at altitudes well below 500 ft. And, when a broadcaster looks at those that took place at such breathtaking heights as 75, 90, 100 and 145 ft., he has a legitimate right to feel he is the one entitled to protection."

Mr. Sholis also reported that WHAS-TV would begin a series of tests of a new system of tower and guy-wire lighting developed by its engineering staff. This is the subject of a study now under way by the Airdromes, Air Routes and Ground-Air Subcommittee (AGA) of the ACC [B•T, Aug. 23, 1954, *et seq.*].

WHAS-TV is now serving 1,380,000 people within its 100 microvolt contour, Mr. Sholis said. With a 2,005-ft. tower, it would serve an additional 800,000 people, he said.

The joint study committee, which will be formed to include representatives of government, broadcasting and aviation interests, will be co-chaired by the FCC and CAA members of the ACC, it was understood. Comr. Edward M. Webster is the FCC member; CAA Administrator F. B. Lee is the CAA representative.

Both Comr. Webster and Administrator Lee headed a similar joint study in 1952. The result of that look into the "problem" of tall tv towers was an agreement that all applications for airspace clearance would be processed on a case by case basis and related to criteria which were accepted by both the broadcasting and aviation industries.

ACC directed the Airspace Subcommittee to continue processing tv tower applications under present criteria. The subcommittee had recommended that it refuse to approve any tower higher than 1,000 ft. pending a decision on its ceiling proposal.

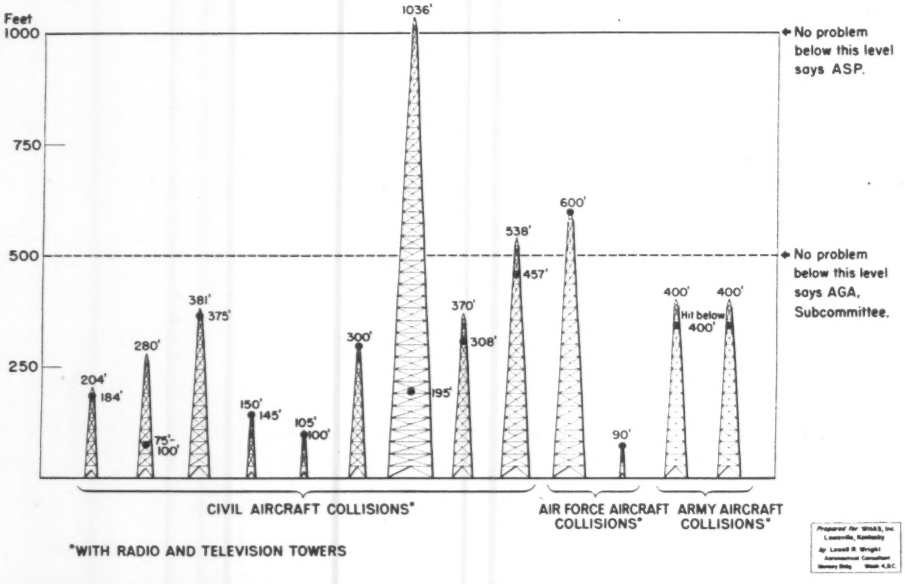
Following the Airspace Subcommittee recommendation, the Technical Division of ACC considered the matter and, unable to agree on a course of action, submitted it to the top level ACC itself [B•T. Dec. 20, 1954].

Representing the broadcast viewpoint at the ACC meeting last week were Vincent T. Wasilewski, NARTB; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers; Robert M. Booth Jr., Federal Communications Bar Assn.; Lowell Wright, aeronautical consultant, and Walter B. Emery, Joint Committee on Educational Tv.

Aviation was represented by retired Brig. Gen. Milton W. Arnold, Airline Transport Assn. operational vice president; and representatives of National Business Aircraft Owners Assn.; Airport Operators Council and the Assn. of State Aviation Officials.

* * * * * *

AIRCRAFT ACCIDENTS INVOLVING COLLISION WITH RADIO AND TELEVISION TOWERS, 1950-'53



THIS CHART was used at Air Coordinating Committee meeting last week to show heights at which aircraft crashes involving radio and tv towers occurred. Figures atop each tower indicate tower height, figures with dots show the height at which crashes occurred. Data was secured from special committee studying methods of making towers and guy wires more visible to pilots, under auspices of Airdromes, Air Routes and Ground Aids Subcommittee (AGA) of ACC [B•T, Dec. 27, 1954]. ASP on chart stands for ACC's Airspace Subcommittee, which recommended that a ceiling of 1,000 ft. be placed on all tv towers. The chart was prepared and presented by Lowell Wright, aeronautical consultant to WHAS-TV Louisville.

WMIL Preparing to File For WEMP Facilities

APPLICATION for the facilities of WEMP Milwaukee (1340 kc with 250 w unlimited) is being prepared by WMIL Milwaukee, at present operating on 1290 kc with 1 kw daytime only, it was learned last week.

The move came less than a month after purchase of WEMP by Gordon and Barton R. McLendon and associates for an estimated $200,000 [B•T, Dec. 27, 1954]. The Messrs. McLendon, executives in the defunct Liberty Broadcasting System, own KLIF Dallas, KELP-AM-TV El Paso and hold a grant for KTLG (TV) Corpus Christi, Tex.

WEMP has negotiated for the purchase of WCAN Milwaukee (1250 kc, with 5 kw unlimited) from Lou Poller for $250,000 [B•T, Dec. 20, 1954]. This purchase was made contingent on the sale of the present WEMP facilities.

WEMP, owned by A. M. Spheeris and associates, also is 30% stcokholder in ch. 12 WTVW (TV) Milwaukee which has been sold to Hearst Corp. (WISN Milwaukee) for an overall figure of $2 million [B•T, Jan. 10].

Hendrickson Named for Post

FORMER Sen. Robert C. Hendrickson (R-N. J.), who was chairman of the Senate Juvenile Delinquency Subcommittee during hearings on tv programming during the 83d Congress, last week was nominated for the ambassadorship to New Zealand [B•T, Dec. 27, 1954]. Mr. Hendrickson after the hearings said the subcommittee would make a special report on whether tv programs cause delinquency in children [B•T, Oct. 25, 1954].

WNET (TV) Providence Fights Grant to WPRO

WNET (TV) Providence, R. I., last week carried its fight against the FCC's grant of ch. 12 to WPRO Providence to the U. S. Court of Appeals in Washington.

It filed an appeal against the Commission's grant and the denial of its protest [B•T, Jan. 10]. It also asked the WPRO-TV grant be stayed until the court rendered a decision on its appeal.

Basic issue raised by ch. 16 WNET was that the examiner who had been holding hearings on the three-way fight for the vhf frequency was ordered to submit findings of fact to the Commission without being permitted to submit an initial decision. This violated Sect. 409 (b) of the Communications Act, WNET said.

The FCC granted the ch. 12 facility to WPRO in 1953 after competing applicants withdrew, following a merger agreement. In this agreement there was a provision permitting two stockholders of one of the withdrawing applicants to be paid $205,500 if they decided not to exercise their option to purchase stock in a new licensee to be formed. This, WNET charged, was a "pay off." Comr. Robert T. Bartley dissented in the original decision on this count and also in the protest denial earlier this month.

WNET also charged that WPRO-TV had commenced construction of the station before it received its grant, in violation of the Commission's rules, and that the grant violated the multiple ownership rules.

FCC Closes Detroit Office

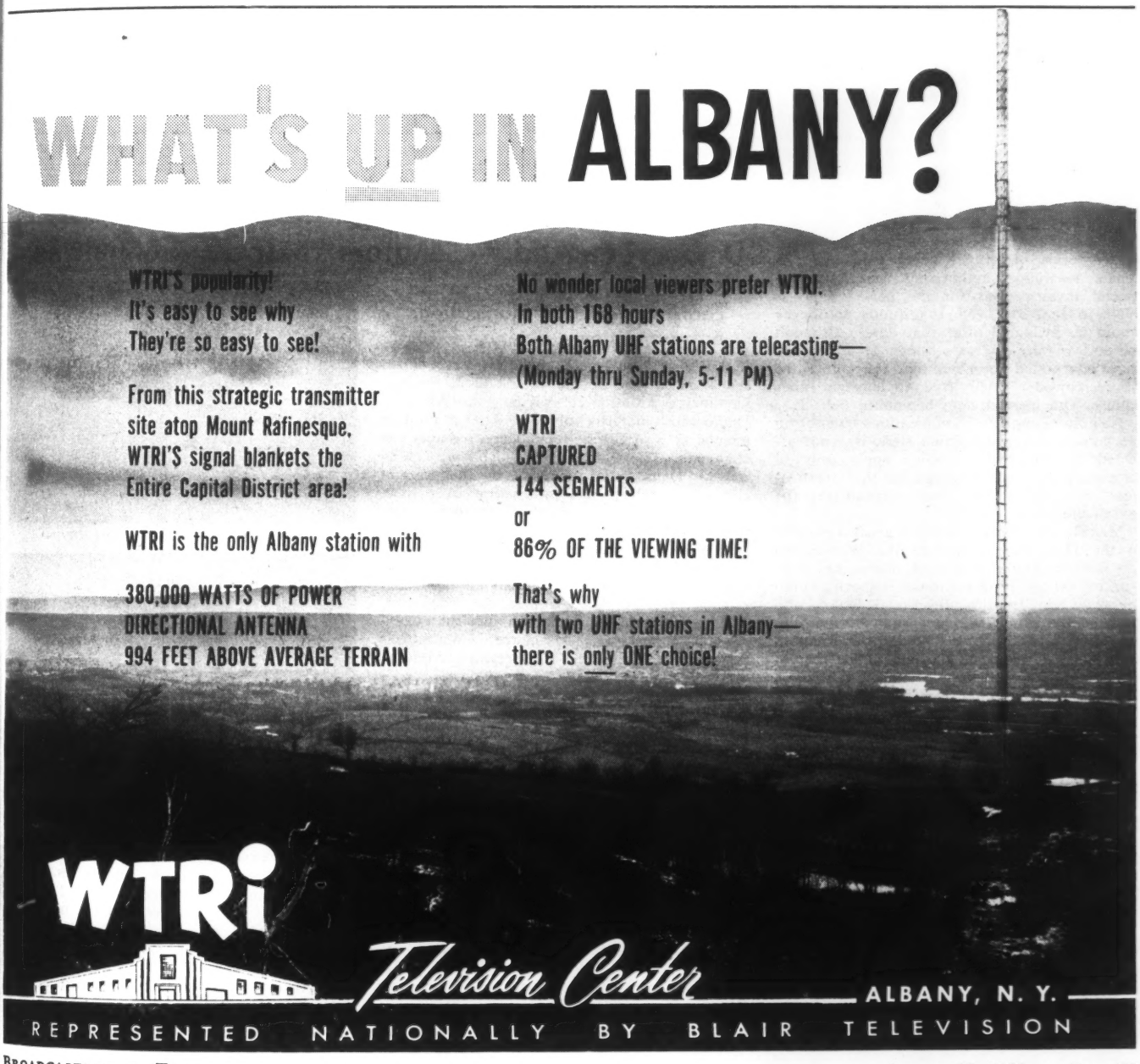
FCC last week amended its rules to eliminate the Detroit regional office of the Field Engineering and Monitoring Bureau. Effective Jan. 17, the Detroit district office (District No. 19) will be included in the Chicago regional office (Region No. 6) and the Buffalo district office (District No. 20) in the New York regional office (Region No. 7).

White House Denies Pearson Station Trafficking Report

FLAT denial that Charles Willis, assistant to Sherman Adams who in turn is Assistant to President Eisenhower, is trafficking in tv licenses was made by the White House Wednesday following publication of such a charge in the syndicated "Washington Merry-Go-Round" column of Drew Pearson.

"A complete and utter falsehood," said James C. Haggerty, the President's news secretary, applying the comment also to charges that Mr. Willis, son-in-law of Harvey Firestone, is doling out jobs and that he holds FCC Comrs. Robert E. Lee and John C. Doerfer "in the palm of his hand."

Murray Snyder, Mr. Haggerty's assistant, said Mr. Willis has no control whatever over disposition of federal jobs, merely referring communications to the proper government office.



INVESTIGATION OF NETWORKS, UHF-VHF WILL CONTINUE UNDER 84TH CONGRESS

Congressional investigation that was started during 83rd Congress will be carried on by Senate Commerce Committee under Magnuson. Report is awaited from Jones, majority counsel under original Bricker probe. It is expected to criticize the tv allocation system that broke the tv freeze, which he voted against as FCC commissioner.

THE CONGRESSIONAL investigation of networks and uhf-vhf problems—initiated during the 83d Congress by the Senate Commerce Committee under a GOP regime—will continue in the 84th, but apparently without benefit of the probe's present Democratic and Republican counsel.

This was indicated last week after Sen. Warren G. Magnuson (D-Wash.), new chairman of the committee, notified both Harry M. Plotkin, Democratic counsel, and Robert F. Jones, GOP counsel, that funds for the current phase of the investigation no longer will be available after Jan. 31. Neither Mr. Plotkin nor Mr. Jones have committed themselves officially concerning whether they will continue as majority and minority counsel, respectively, for the investigation.

At the same time, Sen. Magnuson's office last week reiterated that the investigation—described as a "study"—will be continued by the full committee. Sen. Magnuson already has asked for funds to continue the committee's investigative work in several fields, including communications [B•T, Jan. 10].

The letters sent out by Chairman Magnuson notified Messrs. Plotkin and Jones and the clerical staff for the investigation, all considered as temporary personnel being paid under a Senate resolution authorizing funds for the special investigations for the period Feb. 1, 1954, to Jan. 31, 1955, that funds no longer would be available after that date. Although the notices were sent as a matter of form, they were interpreted to mean that the committee would consider itself free to engage other counsel and clerical help beginning Feb. 1.

Nicholas Zapple, communications counsel on the committee's professional staff, was not affected by the notices, which apply only to temporary personnel engaged for the investigation. Mr. Zapple has been coordinating the investigation staff's work.

Mr. Plotkin, former assistant general counsel of the FCC and partner in the Washington law firm of Arnold, Fortas & Porter, has been working on the investigation as minority counsel while Sen. John W. Bricker (R-Ohio), who initiated the probe, was chairman of the Senate Commerce Committee under the Republicans. He was named to the post at the request of former Sen. Edwin C. Johnson (D-Colo.), then ranking committee Democrat.

His formal report to the committee a fortnight ago [B•T, Jan. 10] was made to Sen. Magnuson. Mr. Plotkin's report and recommendations were expected to be adopted—at least in part—as the committee's majority report. Mr. Plotkin, it was understood, recommended that the investigation not be discontinued, but that the committee, before going ahead with the investigation, first determine if the FCC and the Justice Dept. are exercising their full authority in solving uhf-vhf network affiliation and other difficulties.

Although it was not believed Mr. Plotkin will stay with the investigation staff, it was felt he will remain for a short time to complete his work in the investigation—perhaps even after Jan. 31.

Mr. Jones presumably will return to the Washington law firm, Scharfeld, Jones and Baron, in which he is a partner. Although it was believed Mr. Jones, if he desires, could continue as minority counsel if such a request is put to the committee by Sen. Bricker, the group's ranking Republican, it is not felt that he wishes to stay as minority counsel. He headed the probe as majority counsel under Sen. Bricker's chairmanship of the committee.

Mr. Jones late last week still had not submitted his report on the probe which began last summer. He was not available for comment regarding when his report will go to Sen. Bricker.

Mr. Jones' report is expected to be in large part a criticism of the FCC's Sixth Report & Order of April 14, 1952, allocating a nationwide tv system and breaking a four-year freeze on tv channel grants. A former Ohio congressman and FCC commissioner, Mr. Jones was one of two dissenting members of the FCC when that body issued the 1952 document. In his dissent he charged that the allocations plan favored vhf stations in large markets to the detriment of small market outlets.

Since the investigation, when it was begun, was expected to be finished under Republican control of the Senate, Mr. Jones' report presumably also will go into matters in which he intended to probe until his power was cut short by the Nov. 2 Democratic election victories. The last part of December saw an extraordinary spurt in the pace of the investigation under the prodding of Mr. Jones.

The investigation staff had mailed questionnaires to the FCC and the tv networks before the elections. At Mr. Jones' prompting, a supplemental questionnaire was sent last month to the FCC asking for individual financial data on tv outlets—information the FCC was reluctant to supply because the data was secured on a confidential basis [B•T, Dec. 27, 1954]. Another questionnaire went to AT&T asking about coaxial cable and microwave relay charges. The tv network query had asked about station affiliation details and policies and the original FCC questionnaire had asked among other things for station coverage data, the latter necessitating an FCC canvass of licensees.

Meanwhile, a spokesman for Sen. Magnuson said last week that the Senate Commerce Committee chairman will confer personally with Sen. Harley M. Kilgore (D-W. Va.) who as chairman of the Senate Judiciary Committee will investigate what he has described as "monopoly practices" in the communications field (see story, page 80).

Although the two Democratic committee chairmen apparently have not discussed the details with each other, it is known that through their representatives they have roughed out fields in which each committee will investigate to prevent overlap or duplication [CLOSED CIRCUIT, Jan. 3].

Democrats Add 4 Senators to IFCC Committee

Sen. John O. Pastore to be chairman of Communications Subcommittee.

FOUR new Democratic members were added last week to the Senate Interstate & Foreign Commerce Committee, giving the group a Democratic majority of 8-7. The committee membership of seven Republicans remains unchanged.

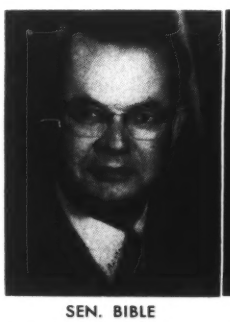
New Democratic members of the 15-man committee, which has jurisdiction over most matters in the broadcasting industry, are: Sens. Price Daniel (Tex.), Samuel J. Ervin Jr. (N. C.), Alan Bible (Nev.) and Strom Thurmond (S. C.).

Meanwhile, it was made definite last week that the chairmanship of the Commerce Committee's Communications Subcommittee will go to Sen. John O. Pastore (D-R. I.), second ranking Democrat to Chairman Warren G. Magnuson (D-Wash.). The current network investigation, however, will continue under the full committee (see story, this page).

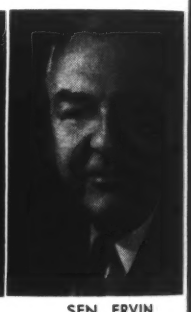
SEN. PASTORE

The committee holds its organizational meeting at 3 p.m. today (Monday) and it is expected that Sen. Magnuson will confer with Sen. Pastore and others, including Sen. John W. Bricker (R-Ohio), former chairman and ranking Republican, on preferences and interests of Senators for subcommitee assignments.

Sen. Daniel, first elected to the Senate in 1952, changes his membership on the Senate Interior & Insular Affairs and Post Office & Civil Service committees, for spots on the Commerce and Judiciary committees.



SEN. BIBLE



SEN. ERVIN

SEN. THURMOND

SEN. DANIEL

Sen. Ervin was appointed June 11, 1954, to serve the unexpired term of the late Clyde R. Hoey (D-N. C.), and was elected to fill the unexpired term (which ends Jan. 3, 1957) last Nov. 2. He also will serve on the Senate Armed Services and Government Operations committees.

Sen. Bible, elected last Nov. 2 to serve the unexpired term of the late Pat McCarran

Storer
Broadcasting
Company

announces the appointment of

The
Katz
Agency
Inc.

as national representative for

WGBS-TV
Miami, Florida
NBC for Southeast Florida

(D-Nev.), (which ends Jan. 3, 1957), also will serve on the District of Columbia and Interior & Insular Affairs committees. Sen. Bible was sworn in at the end of the special Senate session last November.

Sen. Thurmond was elected Nov. 2 as a write-in candidate for the full Senate term. He also will serve on the Senate Public Works and Government Operations committees.

Other Democrats on the committee are Sens. Magnuson, Pastore (R. I.), A. S. Mike Monroney and George A. Smathers (Fla.). Sen. Lyndon B. Johnson (D-Tex.) who becomes majority floor leader, changes from the Commerce Committee to the Finance Committee, retaining his seat on the Armed Services Committee. Sen. Earle C. Clements (D-Ky.), who will be majority whip, changes from the Commerce Committee to the Appropriations Committee and retains his seat on the Agriculture & Forestry Committee.

Republicans on the Commerce Committee remain: Sens. Bricker, chairman in the 83rd Congress, and Andrew F. Schoeppel (Kan.), John M. Butler (Md.), Charles E. Potter (Mich.), James H. Duff (Pa.), William A. Purtell (Conn.) and Frederick G. Payne (Me.).

Edward Jarrett, former chief clerk of the Commerce Committee under Democratic control and assistant chief clerk during the 83d Congress, returns to the post of chief clerk. Bertram O. Wissman, chief clerk during the GOP 83d Congress, becomes assistant chief clerk in the 84th Congress.

Nicholas Zapple, communications counsel on the committee's professional staff, remains in that post. Mr. Zapple, who served as counsel for the Communications subcommittee during hearings early last summer, has been coordinating the investigation of networks and uhf-vhf initiated last year by Sen. Bricker as chairman of the committee (see story, page 78).

Democrats Take Over House Commerce Unit

SEVEN DEMOCRATS last week were added to the 10 who served on the House Commerce Committee during the 83d Congress to give the Democrats a 17-14 edge on Republicans. GOP leadership was expected to name minority members to the committee early this week.

Democratic congressmen added to the committee last week are: Isidore Dollinger (N. Y.), Walter E. Rogers (Tex.), Martin Dies (Tex.), Samuel N. Friedel (Md.), John J. Flynt Jr. (Ga.), Torbert Macdonald (Mass.) and Don Hayworth (Mich.).

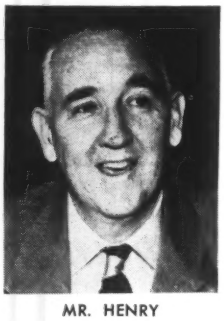
Other Democrats are: Chairman J. Percy Priest (Tenn.), Oren Harris (Ark.), Arthur G. Klein (N. Y.), William T. Granahan (Pa.), F. Ertel Carlyle (N. C.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.) and Harley O. Staggers (W. Va.).

Republicans likely to be named to the committee are: former Chairman (83rd Congress) Charles A. Wolverton (N. J.), Carl Hinshaw (Calif.), Joseph P. O'Hara (Minn.), Robert Hale (Me.), James I. Dolliver (Iowa), John W. Heselton (Mass.), John B. Bennett (Mich.), Richard W. Hoffman (Ill.), John V. Beamer (Ind.), William L. Springer (Ill.), Alvin R. Bush (Pa.), Paul F. Schenk (Ohio), Joseph L. Carrigg (Pa.) and Steven B. Derounian (N. Y.).

Chairman Priest said last week he will not appoint subcommittees immediately, but first will get acquainted with new members and see where their interests and talents lie. He had announced soon after the Nov. 2 elections that he would have subcommittees to work on legislation in the various fields [B•T, Nov. 8, 1954], one of which would handle communications problems. There have been no standing subcommittees in the House Commerce Committee since the 80th Congress.

MORE SPACE NEEDED AT '56 CONVENTIONS

THE RADIO-TV industry anticipates a need for 75,000 square feet of space for the 1956 Presidential nominating conventions — 50% more than in 1952—chairmen of both parties have been told by the Radio-Tv Correspondents Assn.



MR. HENRY

Bill Henry, Washington radio commentator and chairman of RTCA's Convention Committee, said the need for more space is based partly on expectations that the conventions may be televised in color and partly on the increase in television activities since 1952.

Mr. Henry spoke to Paul Butler, chairman of the Democratic National Committee, and other committee officials last Tuesday. The previous Saturday he had made a similar talk to Leonard Hall, chairman of the Republican National Committee, and other GOP committee leaders.

He said the need for extra space is based on the demands of color telecasting for more technicians and equipment and more lighting. The intense heat of the lighting, in turn, requires more machinery for air-conditioning, he said.

The overall increase in television activities, he said, has been due largely to the growing number of newsreels being made for individual tv stations, with still more space needed for film processing. Networks are expected to continue pooling live coverage, with each network handling its own features, interviews and other coverage, Mr. Henry said.

Mr. Henry said radio-tv correspondents also have expressed to both committees their hope that both conventions will be held in the same city because of the large increase in expenses involved in moving and setting up equipment and transporting broadcasting personnel to two different cities.

In 1952, he said, expenses of convention coverage to the radio-tv industry were estimated at $750,000. "We will spend as much or more in 1956," he said.

Democrats have selected a convention date beginning Aug. 27, 1956, but have not selected a site. Republicans have not selected a date or site.

Details Being Worked Out For Filming Ike Conferences

TELEVISION coverage of President Eisenhower's news conferences, using edited films, neared the practical stage last week as details of reporting the weekly conferences visually were worked out with an industry committee.

James C. Hagerty, the President's secretary, and his assistant, Murray Snyder, conferred with tv and film newsreel representatives Wednesday. Development of the Eastman Tri-X film [B•T, Jan. 10], requiring little light, simplifies the problem, it was indicated.

As now conceived, four cameras would be placed on the floor level in the old Indian Treaty room of the Executive Office Bldg., adjoining the White House grounds. Lights would be suspended from the balcony. Pooled cameras would produce film that could be processed quickly and then edited by the White House secretarial staff. Specific release would be required for the filmed material.

Secretary Hagerty has discussed the idea with President Eisenhower, who has instigated a number of radio-tv innovations since he took office. The President is understood to agree that editing is required, as in the case of the voice transcripts, because of the rapid-fire nature of questions and answers and the hazards involved in use of the off-the-cuff answers to delicate queries.

Attending last week's conference from tv were Lewis W. Shollenberger, CBS; Julian Goodman, NBC; Bryson Rash, ABC; Charles E. Shutt, Telenews, and Tom Craven, United Press Movietone.

Affiliation Practices To Key Kilgore Probe

A NETWORK's power to make or break a radio or television station by a switch of affiliation—this appears to be the keystone on which Sen. Harley M. Kilgore (D-W. Va.), new chairman of the Senate Judiciary Committee, will construct the case for his impending investigation of "monopoly practices" in the communications field.

Sen. Kilgore made this evident in an announcement today (Monday) that he had conferred several times last week with broadcaster Howard L. Chernoff, who has been acting as consultant for the senator's proposed monopoly probe. Sen. Kilgore described the talks with Mr. Chernoff as "eminently illuminating and most satisfactory."

Mr. Chernoff, now a West Coast radio-tv consultant and part owner of WTAP-TV Parkersburg, W. Va., has been making a preliminary study and conferring with industry officials in Sen. Kilgore's behalf. After discussions with Sen. Kilgore the first part of last week he left Wednesday to hold conferences with network and industry manufacturing officials in New York. He was to return to Washington Friday to make additional reports.

Referring to his talks with Mr. Chernoff, Sen. Kilgore said: "I believe Mr. Chernoff is proceeding in orderly fashion, and the facts he is developing as the result of the conversations he is having with key people in the industry should provide us with an excellent background upon which to decide the extent and course of our inquiry."

Mr. Chernoff said Sen. Kilgore has expressed "great interest" in a network's power to "arbitrarily switch its affiliation from one station in the same market."

Sen. Kilgore has asked Mr. Chernoff to seek information for him in "several recent instances" of network affiliation switches. The Senate Judiciary Committee chairman and Mr. Chernoff also discussed such subjects as ownership of radio and tv outlets by newspapers, ownership of stations by networks and ownership of networks and stations by manufacturers of radio and tv sets and parts.

Mr. Chernoff is not being paid or reimbursed for expenses by the Judiciary Committee.

Sen. Kilgore confirmed that the "monopoly" investigation will be carried out by the Judiciary Committee's Anti-Monopoly Subcommittee, but did not indicate whether he would take over as chairman of the subcommittee. "If he

[Sen. Kilgore] does not," the announcement said, "his appointee will no doubt be someone with the same interest in the subject that Sen. Kilgore has manifested."

Decisions on who will head the Anti-Monopoly and the Juvenile Delinquency and other subcommittees probably will be forthcoming this week. Sen. William Langer, Republican from North Dakota and chairman of the Judiciary Committee in the 83d Congress, has been regarded as one of the most likely candidates for the anti-monopoly unit chairmanship. Sen. Estes Kefauver (D-Tenn.) also has been mentioned for the subcommittee post. Sen. Kefauver and Sen. Thomas C. Hennings (Mo.) also are regarded as being considered for chairmanship of the Juvenile Delinquency Subcommittee.

Sen. Kilgore's office earlier had said he will confer with Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, to determine jurisdictional fields for probes by both committees in the radio-tv field (see story, page 78).

$200,000 Settlement May End LBS Suit

HEARING will be held by the U. S. bankruptcy court in Dallas Jan. 25 on an application for dismissal of the now-defunct Liberty Broadcasting System's $12 million anti-trust suit against major league baseball, on grounds that a compromise settlement has been reached.

The court last week sent out notices of the application and invitations to creditors to register any protests, the action looking toward its approval of a $200,000 settlement announced in Chicago last week by American League President Will Harridge.

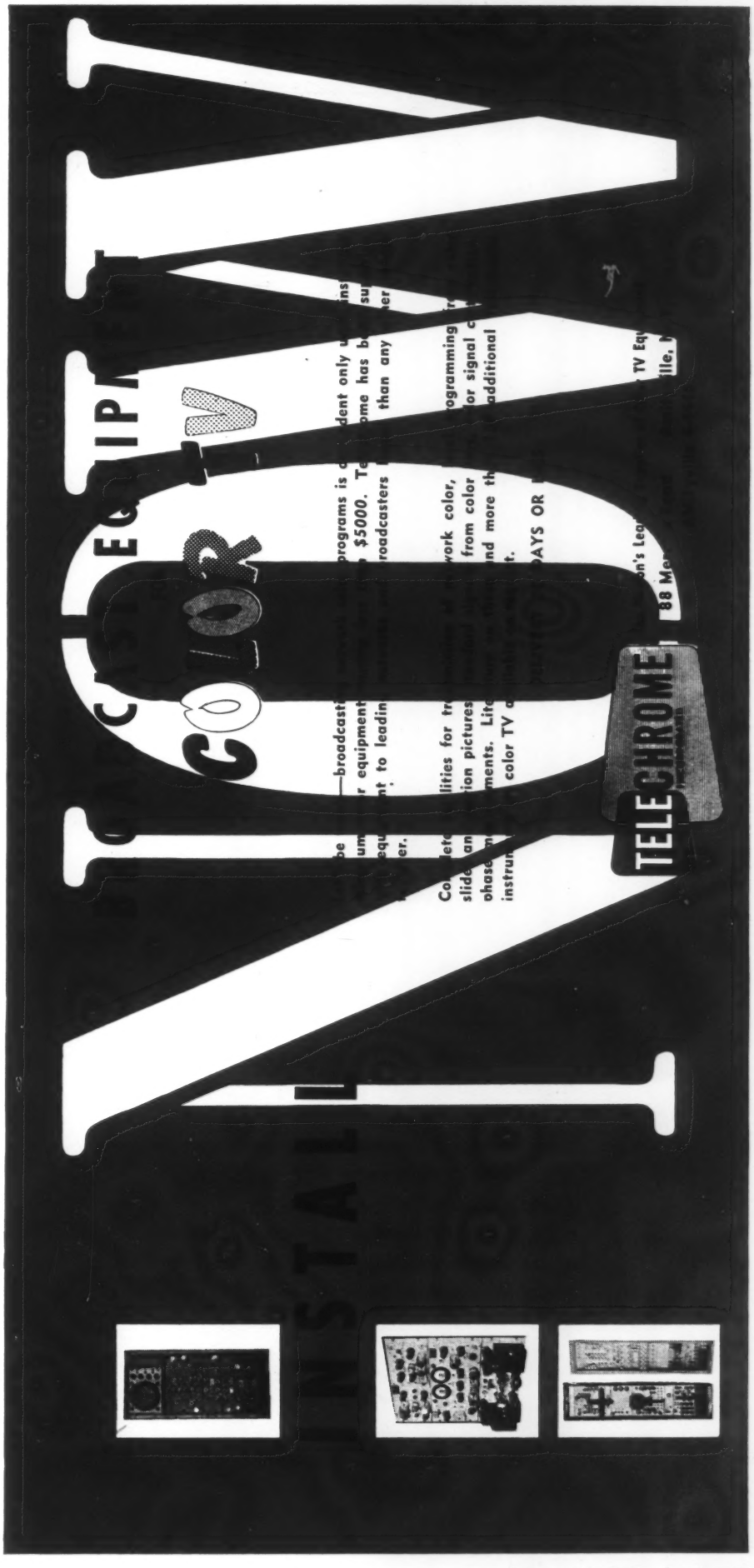
The suit was filed by LBS three years ago, charging 13 of the 16 major league clubs with conspiring to "monopolize and restrain competition in [baseball] broadcasting." The U. S. District Court in Chicago had continued the case until April 18 pending pre-trial hearings originally slated for today (Monday) [B•T, Jan. 10]. The suit charged violation of the Sherman Act and Sherman anti-trust laws, and named all major league teams except the Chicago White Sox, Brooklyn Dodgers and Cincinnati Redlegs.

Mr. Harridge told a news conference that "both sides have accepted the proposal subject to approval of the bankruptcy court" in which William J. Rochelle Jr., LBS trustee, filed an application for authority to dismiss the action. Gordon McLendon, former Liberty head and principal stockholder in KLIF Dallas and KELP-AM-TV El Paso, Tex., described the settlement as a "victory all the way," but said its acceptance would depend on the trustee.

Legal observers in Chicago agreed that with baseball's old restrictive Rule 1 (d) no longer in existence, the reason for the suit has gone by the boards, as pointed out by Mr. Harridge. The rule prohibited major league broadcasts in minor league cities at broadcast times when the latter's clubs were playing at home. It was passed in 1946, amended for the 1950-51 seasons, and rescinded in 1951. Mr. Harridge noted that "there is no point in rejecting a settlement in order to defend it."

The settlement was recommended in Chicago District Court Jan. 6 by Judge Julius Hoffman "to save the court and the parties the time and expense of a protracted jury trial," which observers have felt would last at least three months.

In his announcement of the settlement, Mr.



Advertisement

From where I sit
by Joe Marsh

Swifty Gets Slowed Down

Swifty Fisher has a short temper and really hit the roof when he got a parking ticket last week. He wasn't near a hydrant or too far from the curb. There was a big sign saying "ONE HOUR PARKING" and he'd only been gone twenty minutes.

Running immediately to Traffic Court, where Hack Miller was on duty, Swifty hollered how he hadn't done anything wrong . . . how he is probably the most law-abiding driver in town.

But Hack examined the ticket, and broke into a grin. "Slow down, friend," he said. "You're not guilty—except of making a big fuss over nothing. This ticket came from some kid's policeman play outfit!"

From where I sit, jumping to conclusions can make anyone appear silly. Another way to look foolish is to make a quick decision on a question of personal preference. For instance, I like a glass of beer occasionally. You may be a buttermilk man. But neither of us ought to "lay down the law" about the other's choice.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

Harridge said that while he felt baseball could justify its defense of Rule 1 (d), "winning the case will cost us more than the proposed settlement." League presidents, along with Western Union, were named as co-conspirators in the suit.

Mr. McLendon, while claiming a "victory," said he was opposed to the amount of the settlement.

ALBANY SALE HARM CITED BY WTRI (TV)

Appeal Court hears protest on sale of WROW-AM-TV there to Lowell Thomas. WTRI asserts that if its CBS-TV affiliation is lost to WROW-TV, as now planned, it cannot operate as an independent station.

CLAIM that it would have to suspend operations if the U. S. Court of Appeals did not act was made last week by WTRI (TV) Albany, N. Y., in appeals filed against the FCC's approval of the sale of WROW-AM-TV that city to newscaster Lowell Thomas and associates late last year [B•T, Nov. 8, 1954].

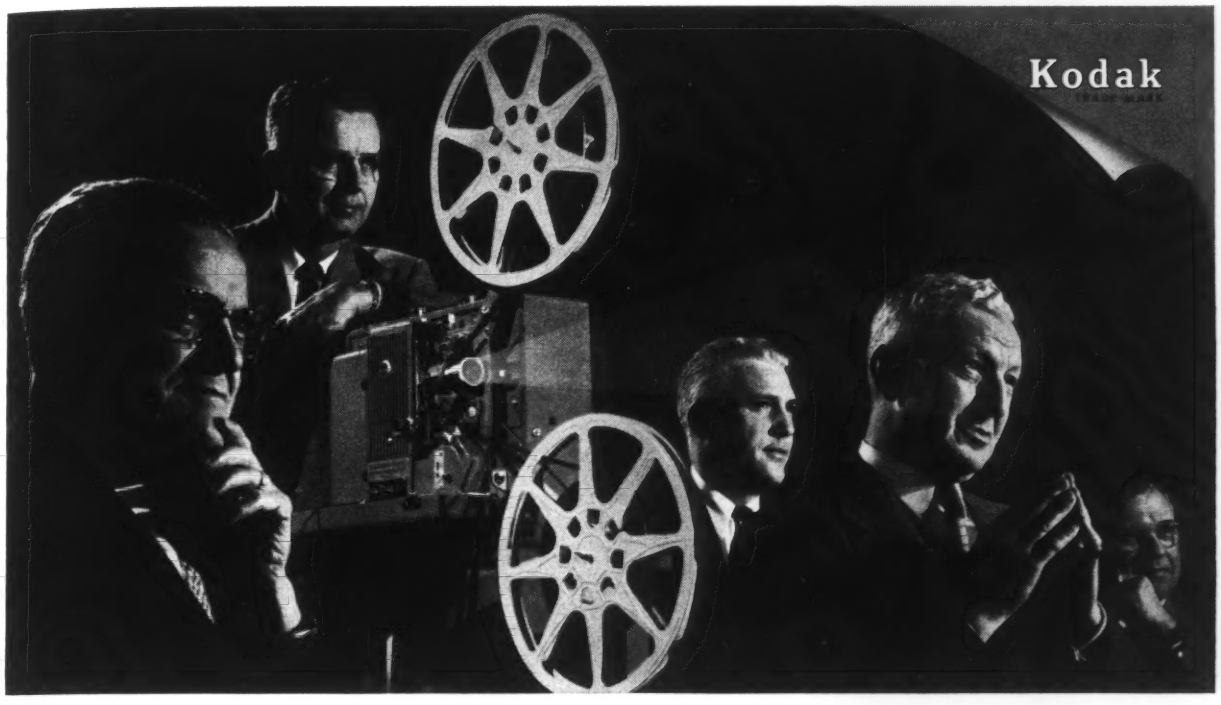
WTRI, on ch. 35 and until Feb. 1 the Albany-Schenectady-Troy area CBS-TV affiliate, said that if it loses the CBS affiliation, it will have no other network to affiliate with and does not think it can continue operating as an independent. It said that ch. 6 WRGB (TV) Schenectady has the NBC affiliation, with first refusal rights from the other networks, and that ch. 41 WROW-TV also has affiliation agreements with ABC and DuMont.

Statement was made by Richard B. Wheeler, general manager of WTRI, in its court pleadings. Mr. Wheeler also said WTRI has an income of from $800 to $1,000 per week from CBS and that CBS programs amounted to about 17% of its weekly income. In addition, he said, national and spot income exceeded these amounts due to the worth of adjacencies to network programs and the fact that WTRI was a CBS station. Since the FCC approved the WROW-TV transfer and since CBS announced its new affiliation, WTRI has lost several accounts, Mr. Wheeler explained.

WTRI appeals asked for a temporary stay of the transfer grant. It also asked the court to find the FCC in error in proposing what it called a "modified" hearing on its protest instead of a full hearing.

WTRI claimed that a hearing should be held on the WROW stations' sale because of Mr. Thomas' relationship to CBS. This is a violation of FCC policy regarding ownership of stations by a network employe, WTRI said. The station also claimed that there was a "secret understanding" regarding affiliation between CBS and the new owners before the FCC approved the transfer, and that the transfer violates the FCC's multiple ownership rules and the anti-trust laws.

Mr. Thomas and others bought the WROW properties for $298,800. Following FCC approval last November, WTRI protested. Last month the FCC ordered an oral argument Jan. 24 on WTRI's allegations that the sale violated Commission policy regarding station ownership by network personnel and on whether any understanding between CBS and the new WROW-TV owners violated anti-trust laws. The Commission also said a regular hearing before an examiner would be held later on WTRI's charges that a full disclosure of



SELLING SIGHT AND SOUND

is easier with these 5 built-in advantages of Kodascope Pageant Sound Projectors

You probably know all too well how technical imperfections in film presentations can stymie program sales. Many TV salesmen avoid these imperfections and get the finest in 16mm. preview projection with one of the six Kodascope Pageant Sound Projectors. Here are five good reasons why:

1. Crisp pictures. You get sharp focus in *both* center and corner screen areas with the Pageant's built-in field-sharpening element. And for projection under adverse conditions, three of the Pageant models are specially equipped to throw 40% extra light onto the screen.

2. Clear, comfortable sound. Pageant Projectors give you better sound five ways. First, the exclusive Fidelity Control lets you focus the sound-scanning beam to get the most from *any* optical sound track. Next, the powerful 7- and 15-watt amplifiers are true-rated for full delivery. Third, the matched speakers are of ample capacity for the amplifier output. Fourth, special bass and treble controls are built into the 15-watt Pageant models. And finally, low-speed nylon gear operation and permanent prelubrication insure that your Pageant will not produce any distracting noise of its own.

3. Trouble-free operation. Repairmen say that the main cause of projector breakdowns is improper oiling. You completely by-pass this problem with a *permanently* pre-lubricated Pageant. It will *never* need a drop of oil!

4. Easy portability. Four Pageant models snap neatly into single, compact units—easily handled anywhere by one person. Two other Pageant models carry in two, trim, matching cases.

5. Versatility. At least one of the six newly redesigned Pageant models is specially suited to your particular projection requirements. Prices start at a sensible $425. (*Subject to change without notice.*)

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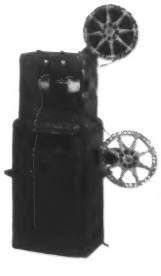


The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanism, assure ultrasmooth performance. Light source may be either tungsten or high-intensity arc.

ANYTHING THAT MOVES

On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With preloaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action when that big story breaks in your city.

EASTMAN KODAK COMPANY 1-82
Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on Kodascope Pageant Sound Projectors ☐ Eastman 16mm. Projector, Model 25 ☐ Cine-Kodak Special II Camera ☐

NAME_____ TITLE_____

COMPANY_____

STREET_____

CITY_____ STATE_____
(Zone)

Mr. Thomas' relationship to CBS was not made in the transfer application, nor were there disclosed agreements regarding CBS affiliation. It refused, however, to stay the grant [B•T, Jan. 3].

WTRI claimed in its court appeal that this violated the McFarland Act protest rule provision that when the FCC finds that a protestant is a "party in interest" a full hearing must be held and a stay issued.

WTRI said it "believes that the Commission's action in this case is simply a single evidence of the Commission's long-standing resistance toward any protest provision which *required* the holding of a hearing on an application. Thus, in order to understand and judge the Commission's action here, its opposition to the enactment of 309 (c), the legislative history of that section, and the Commission's hostile interpretation of the section since enactment must be briefly considered."

WTRI then related the history of this controversial section of the 1952 McFarland Act. It also called attention to several court cases which, it claimed, bolstered its contention that FCC must stay a grant when a valid protest is filed and give the objector a full hearing.

In addition to the request that the court order a stay and force the Commission to grant a full hearing on the WROW transfer, WTRI asked that the court forbid the FCC to take any action on WROW-TV's rule-making petition to move ch. 10 to Vail Mill, N. Y., 35 miles northwest of Albany.

The WTRI appeals were filed by Paul A. Porter, former FCC chairman and former CBS Washington attorney, of Arnold, Fortas & Porter, Washington attorneys.

Low Power Ch. 8 Asked by WRTV (TV)

PETITION for rule-making to permit assignment of a low-power vhf tv station on ch. 8 at Asbury Park, N. J., was filed with FCC Thursday by ch. 58 WRTV (TV) there. The market is within the primary area of the seven New York City vhf outlets and two Philadelphia vhf stations, including ch. 7 WABC-TV and ch. 9 WOR-TV New York, WRTV said, but existing stations would receive no more interference than the rules now allow.

Reciting its extensive uhf set conversion promotion, plus its unique record of local, live programming, WRTV said the conversion of only 6,000 sets in the area to uhf has been "cruelly disappointing." Poor converter performance was cited as a factor.

Presenting detailed exhibits to support its contention that Asbury Park needs and wants its own local station, WRTV said its proposed low-power operation of 1.44 kw effective radiated power on ch. 8 with antenna height above average terrain of 300 ft. "would not provide any more interference than would be caused under the Commission's rules if new co-channel and adjacent channel stations were to operate with full power and antenna height at the minimum separations provided in the rules."

FCC's adjacent channel spacing minimum is 60 miles and co-channel 170 miles. The proposed WRTV site is 34 miles from adjacent channel WABC-TV and WOR-TV atop the Empire State Bldg., 138.5 miles from ch. 8 WGAL-TV Lancaster, Pa., and 99 miles from ch. 8 WNHC-TV New Haven, Conn.

The petition said WRTV would cause no objectionable interference to WGAL-TV while that which would occur to WNHC-TV would fall in an area already blocked by adjacent channel signals.

WRTV said establishment of low power tv must be conditioned upon two factors: "It must be demonstrated that the community involved cannot be provided with adequate *local* television facilities without the use of the vhf; and the need must be such as to warrant the interference which may be created by the establishment of the station." WRTV said it met with these qualifications. The pleading was prepared by Paul Dobin of Cohn & Marks, Washington. Mr. Dobin, formerly with FCC, was a major contributor to the language of the Sixth Report reallocating tv.

One Way Out

POSSIBLE solution to the unauthorized booster tv operations in the Chelan National Forest area of Washington [B•T, Nov. 22, 1954] was seen last week when the FCC authorized the experimental operation of a low-cost, 200-w, "translator" satellite in Manson, Wash.

The experimental station, which will be owned and operated by non-profit, citizen-owned Manson Community Television Co., was authorized to pick up distant stations, amplify the signals and retransmit them on ch. 16. The Commission said various, experimental types of antennas will be used, none to exceed 30 ft. above ground. The FCC also waived certain rules to permit this type of operation. Comrs. Edward M. Webster and Frieda B. Hennock dissented.

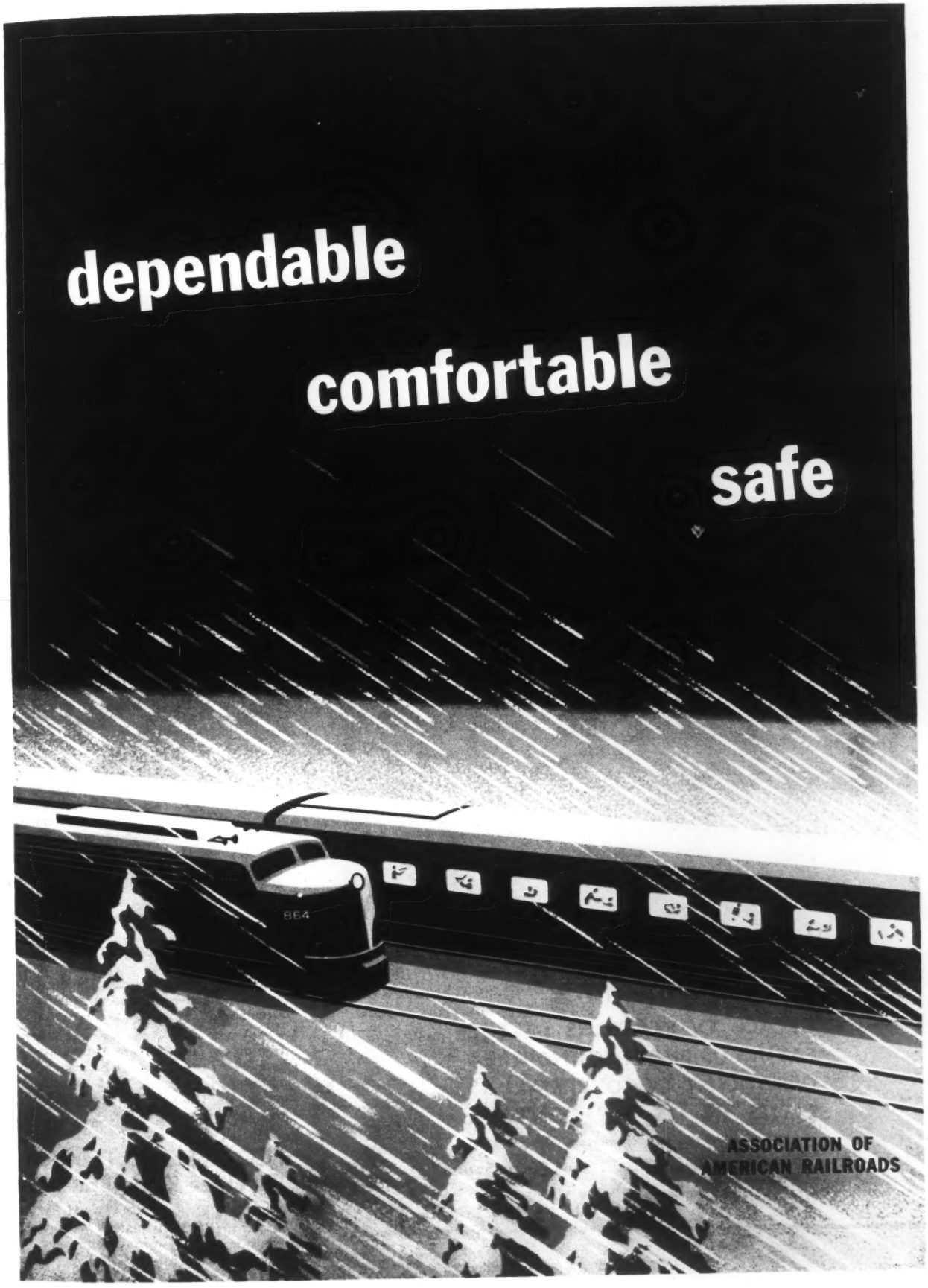
The illegal boosters were put into operation late last year in half-a-dozen north central Washington towns. They were picking up and retransmitting Spokane's KXLY-TV's ch. 4 signals. Spokane is about 130 miles away. FCC objections and the threat of legal action brought pressure from Washington's congressional delegation. Last week's action was believed a compromise to permit this activity. At the same time, it will furnish the FCC with data regarding this type of satellite operation.

Pending before the FCC is a proposal to permit low-power, 100-w regular tv station operation [B•T, Dec. 20, 27, 1954]. In the proposal, the Commission also asked for comments regarding satellite operation; these are due Feb. 25.

Scott Seeks House News Ban

REP. Hugh D. Scott Jr., (R-Pa.) said last week he will ask the House Rules Committee to hold a hearing on his HR Res 61, which would amend the rules of the House. One of the amendments in Rep. Scott's resolution would give witnesses at House committee hearings the power to prohibit coverage by radio microphones and tv and motion picture cameras.

Rep. Scott, who headed a Legislative Procedure Subcommittee of the House Rules Committee in the 83d Congress, said he was asking the hearing because the House failed to adopt HR Res 61 at the beginning of Congress.


dependable
comfortable
safe
ASSOCIATION OF
AMERICAN RAILROADS

In SEATTLE, TACOMA and the PUGET SOUND AREA

it's KTNT TV CHANNEL ELEVEN

CBS

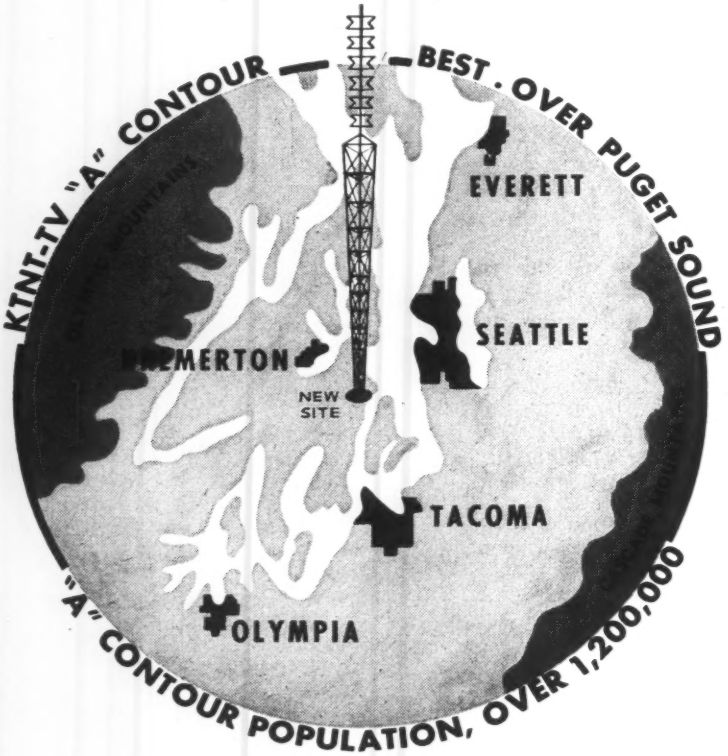
TACOMA 5, WASHINGTON

BASIC

316,000 WATTS

ANTENNA HEIGHT

1000 FT. ABOVE SEA LEVEL



OF ALL TV STATIONS IN THE FABULOUS PUGET SOUND AREA ONLY KTNT-TV COVERS ALL 5* CITIES IN ITS "A" CONTOUR

*Seattle, Tacoma, Everett, Bremerton, Olympia

"The Word Gets Around . . . Buy Puget Sound"

Represented Nationally by WEED TELEVISION

WBIR Knoxville Favored In Initial Grant There

INITIAL decision proposing to grant ch. 10 at Knoxville, Tenn., to WBIR there, and denial of the competing applications of local WNOX and Tennessee Television Inc. was issued last week by FCC Examiner Herbert Sharfman.

The decision concluded that, although on many points of preference between WBIR and WNOX there were no bases of choice, WBIR must be preferred on the basis of diversification of mass media of communications. The decision further concluded that WBIR's superiority of television and radio experience, program plans and staff give it preference over Tennessee Television.

WBIR is 30% owned by Gilmore N. Nunn, 51% stockholder of WLAP-TV Lexington, Ky., and 30% by Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV Cincinnati, and 90% owner of WTVN-AM-TV Columbus, Ohio. Radio Cincinnati is owned by the Taft family, who also publish the *Cincinnati Times-Star*.

WNOX is owned by the Scripps-Howard Radio Inc., licensee of WEWS (TV) Cleveland, and WCPO-AM-FM-TV Cincinnati. Scripps-Howard also has an interest in am and fm stations in Memphis, Detroit and Akron, and is publisher of a number of newspapers throughout the country.

Two Am's, Two Fm's Granted by Commission

FCC last week granted two new standard daytime stations and two new fm stations.

• At Monticello, Ark., a new am station on 1430 kc with 1 kw was granted to College Broadcasting Co., equal partnership composed of James A. West Jr., 1/3 partner of KSMS El Dorado, Ark.; Elgie M. Risinger; Delvin R. White, and Bill Wells, commercial manager of KWRF Warren, Ark.

• At Dundalk, Md., a new am station on 860 kc with 500 w directional was granted to Erway Broadcasting Corp. The grant is subject to engineering conditions including acceptance of interference from proposed operation of a new daytime am station at Washington, D. C., on 840 kc with 10 w directional. Principals in Erway Broadcasting are President Guy S. Erway (2/3), insurance man, and Vice Pres. Raymond A. Hall (1/3), real estate operator and service station owner.

• At Poughkeepsie, N. Y., FCC granted WKIP a companion Class B fm outlet on ch. 284 (104.7 mc). The new station will operate with an effective radiated power of 2.3 kw with antenna 1,120 ft. above average terrain.

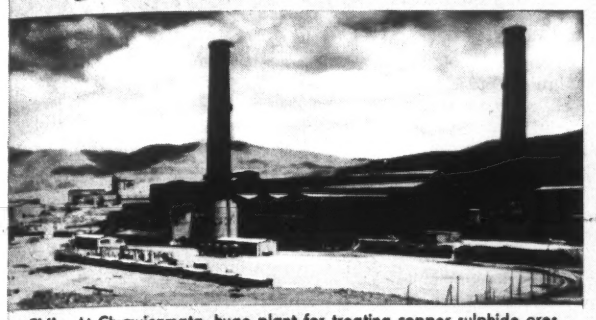
• A new noncommercial educational fm station on ch. 206 (89.1 mc) at Akron, Ohio, was granted to the Board of Education there. The station will operate with effective radiated power of 1.3 kw and antenna 44 ft. above average terrain.

FCC Approves Transfers Of Three Radio Properties

TRANSFERS of WSAM-AM-FM Saginaw, Mich.; WRCO Richland, Wis., and KCOH Houston, Tex., were among those receiving FCC approval last week.

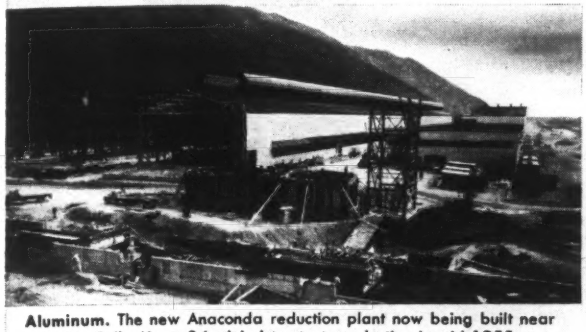
WSAM-AM-FM was sold by Milton L. Greenebaum for $140,000 to WKMH Inc., licensee of WKMH-AM-FM Dearborn, and WKMF Flint, both Michigan [B•T, Dec. 20

Significant Anaconda contributions to U. S. progress in metals — 1953-1954



Chile. At Chuquicamata, huge plant for treating copper sulphide ores of Chile Exploration Company—an Anaconda subsidiary—is completed.

Copper. Anaconda's new open pit copper mine at Weed Heights, Nevada, officially opened in November, 1953, is now producing 5,000,000 lb. a month.



Aluminum. The new Anaconda reduction plant now being built near Columbia Falls, Mont. Scheduled to start production in mid-1955.

Uranium. Working with the U. S. Government, Anaconda builds a processing plant and develops uranium ore properties in New Mexico.

Brass Mills. New pre-formed copper tube grids for radiant panel heating come from The American Brass Co., an Anaconda subsidiary.

Wire Mills. Anaconda Wire & Cable Company expands research and production facilities for turning out its highly engineered line of copper and aluminum electrical conductors.

a new era of copper supply

Today an important fact faces all of us: you can't replace copper with any other metal without losing something. For copper and its alloys have many virtues—high thermal and electrical conductivity, ease of machining, forming, drawing, stamping, plating, welding, fabricating, and a high scrap value.

Since World War II, copper producers like Anaconda have been expanding mining operations here and abroad, developing new ore bodies, and revitalizing many existing mines with new methods.

As a result, the U.S. faces no lack of copper. All the copper we need—for peacetime and preparedness—is there, ready to be mined, refined and fabricated for all the demands of industry.

54294-A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

1954]. WKMH Inc. is owned equally by Frederick A. Knorr, Harvey H. Hansen and William H. McCoy, who also have an equal interest in WKHM Jackson, applicant for tv ch. 10 at Parma, Mich.

WRCO was sold by Arthur Overgaard and Station Manager Thomas R. Kelley for $75,000 to Hala D. Peebles, former motor court operator there. WRCO is 250 w on 1450 kc.

KCOH Houston, Tex., was sold for $86,500 to Robert C. Meeker, now station president.

Army Doctors Meet to Study Color Tv as Diagnostic Tool

THREE day seminar on the potential uses of color tv for medical pathology diagnosis will be held beginning today at the Armed Forces Institute of Pathology, Walter Reed Hospital, Washington.

During the course of the meeting both RCA and CBS-Columbia will demonstrate their color tv systems to the Institute, which has an appropriation of $600,000 to install color tv equipment in its new building. One demonstration will be from the U. of Pennsylvania Hospital when a tumor operation will be performed and a specimen will be diagnosed by pathologists in Philadelphia, Baltimore and Washington. The three cities will be linked via closed circuit tv. Another demonstration will be microwaved from Bethesda (Md.) Naval Hospital.

Scheduled to speak to AFIP diagnosticians are Dr. Alfred N. Goldsmith, RCA consultant, and Dr. Peter C. Goldmark, CBS Inc.

WOC-TV

Builds Telecasts that Build Sales

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

QUALITY APPROVES SALES PROPOSALS

Executive Vice President Ryan reports 'enthusiastic reception' by 20 or more agencies of QRG's new concept to revitalize nighttime radio.

MOST SALES recommendations of William [illegible] Ryan, executive vice president of Quality Radio Group, were approved and details of a price structure were reviewed by the board of directors at a meeting in Chicago last Tuesday.

MR. RYAN

At the same time Mr. Ryan reported "enthusiastic reception" by 20 or more leading advertising agencies that appeared before the board of Quality's new concept of revitalizing nighttime radio.

In his capacity as operating head of QRG, Mr. Ryan appeared before the board with a sales presentation designed to sell the new nighttime tape-recorded plan to advertisers with programs on leading medium- and high-power stations throughout the country.

The board weighed pricing factors, not yet incorporated into a rate card, and circulation aspects, to be embodied later in formal presentations once these matters are worked out to Mr. Ryan's satisfaction. It authorized him to continue his study of program inventories and sources.

Mr. Ryan said agencies with which he has held discussions the past month "welcomed the initiative taken by Quality Radio Group Inc." in its organized move to stimulate nighttime radio. Implicit in Mr. Ryan's activities is the quest for "the best programs to fit this service medium as it is today."

QRG's chief executive officer has been contacting all sources—studying the offerings of stations and package firms—and holding discussions with artists' organizations for availabilities. Mr. Ryan is said to be "intrigued" with the "new and so far undeveloped sources of interesting programs" to complement the basic presentations of music, news and similar formats.

Expansion of sales efforts in New York and the establishment of a Chicago office—sometime within the next few months—also were approved by QRG's board.

Mr. Ryan outlined, by means of illustrative charts, what he believes are Quality's main selling points, among them (1) 11 million radio sets sold last year, (2) an approximate 11 million homes with radio and without television, (3) the potential of radio-only homes, (4) the claim that Quality eventually will blanket 90% of U. S. radio homes and that the 11 million tv-less homes represent a "perfect complement to television."

Many of the figures used in his presentation have been widely quoted by the major networks, Radio Advertising Bureau and other groups.

With 24 to 25 stations already in the fold, Quality hopes to announce the addition of 10 or 12 more in the weeks ahead. Its coverage

IT TAKES TIME TO DRIVE SOME THINGS HOME...

...and it takes *time* to make a good recording disc

This is the era of short cuts in every industry. But PRESTO will not cut corners—or cut quality. There are six basic steps in making a PRESTO Recording Disc... and not a single step is ever hurried.

PRESTO's great investment of time... pays off in dividends for you. It assures you of the most brilliant performance in recording discs, and the greatest permanence as well.

PRESTO GREEN · ORANGE · BROWN AND WHITE LABEL DISCS ARE USED THROUGHOUT THE WORLD—WHEREVER FINE RECORDING IS DONE

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: | 25 Warren Street, New York 7, N. Y.
Canadian Division: | Instantaneous Recording Service, 42 Lombard St., Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

TIME CONSUMING STEP #2 IN MAKING A PRESTO RECORDING DISC

Lacquer "makes" the surface of a recording disc. That's why PRESTO has a special lacquer formula and guards it as closely as atomic material. It is stored in constantly-agitated vats to insure even consistency. It is slowly flowed on to the polished aluminum blanks to precisely the thickness required. Then comes the long, leisurely, 1½ hour trip of the discs through the processing tunnel. PRESTO wouldn't shorten this trip by a second . . . because *time* is of the essence in making a fine recording disc.

potential is geared to the total of 35 outlets for the time being.

Also explored at the directors' meeting were ways and means of individual station audience promotion or program exploitation once Quality takes the air in the months ahead after it resolves pricing matters.

All but three of QRG's 12 directors were present, according to Mr. Ryan.

WDTV (TV) SWITCH MADE; F&P NAMED

FORMAL title to WDTV (TV) Pittsburgh, which is to change call letters to KDKA-TV, was acquired Monday by Westinghouse Broadcasting Co., which purchased the station from Allen B. DuMont Labs more than a month ago [B•T, Dec. 6, 1954, *et seq.*].

Dr. Allen B. DuMont, president of the laboratories, and Chris J. Witting, WBC's president, completed final arrangements for the ownership transfer at noon in Dr. DuMont's office in Clifton, N. J.

The sale agreement, involving $9,750,000, was reached on Dec. 3. FCC granted its consent to the transaction Jan. 5.

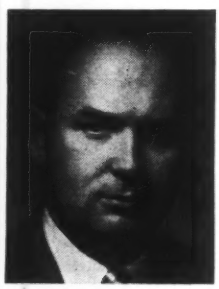
Coincident with WBC's taking over control of WDTV, Mr. Witting announced the appointment of Free & Peters as the station's exclusive national sales representative, effective immediately. Lloyd Griffin, F&P vice president for television, and J. W. Goodhue, controller, conferred with Station Manager Harold Lund in Pittsburgh on Monday and were joined by H. Preston Peters, president of F&P, on Tuesday. F&P represents all WBC radio stations and all WBC television outlets except KPIX (TV) San Francisco, which is represented by the Katz Agency.

Last week, Westinghouse asked FCC to permit a change in call letters from WDTV to KDKA-TV, matching its radio companion, KDKA. Approval of the new call is expected this week. KDKA was founded in Pittsburgh by Westinghouse Nov. 2, 1920. DuMont received the permit for WDTV in January 1947 and the tv station began operation Jan. 11, 1949, according to Commission records.

"IT'S YOURS," or words to that effect, said Dr. Allen B. DuMont (seated, r), president of Allen B. DuMont Labs., as he accepted the near-$10 million check for WDTV (TV) Pittsburgh from Chris J. Witting, Westinghouse Broadcasting Co. president. Standing (l to r): John Steen, WBC attorney; William Allison, WBC public relations representative; Joseph E. Baudino, WBC executive vice president; I. C. Ruby, WBC auditor; Ralph N. Harmon, WBC engineering vice president; W. A. Roberts, DuMont counsel; Ted Bergmann, director, DuMont broadcasting division, and Bernard Goodwin, secretary, DuMont Labs. Westinghouse took formal possession Jan. 10.

DuMont's McGannon Joins Westinghouse

DONALD H. McGANNON, assistant director of the broadcasting division of Allen B. DuMont Labs and general manager of the DuMont Tv Network's o&o stations, has resigned to join Westinghouse Broadcasting Co. as vice president and general executive, effective today (Mon.).



MR. McGANNON

His resignation was announced by Ted Bergmann, managing director of the DuMont network. His new post was announced Friday by Chris J. Witting, WBC president.

Mr. Witting said Westinghouse is enlarging its executive staff in line with expansion of tv facilities and the new level of success in radio operations.

Mr. McGannon was formerly administrative assistant to the managing director of the network. He has been active in the development of the DuMont station organization and represented DuMont in a number of industrial negotiations including ASCAP and labor organizations.

Cheverton, Johnson Named In WMT-AM-TV Realignment

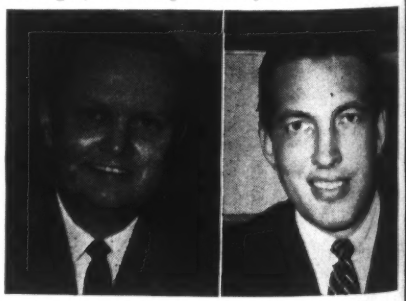
DICK CHEVERTON, news director for WMT-AM-TV Cedar Rapids, Iowa, has been named to the newly-created post of director of news and public affairs, William B. Quarton, general manager of the stations, has announced. In the same realignment, Mr. Quarton announced that Bob Johnson has been named news editor.

MR. CHEVERTON MR. JOHNSON

In his new capacity, Mr. Cheverton will be responsible for all public affairs activities.

KLZ-TV Names Hart, Tipton

KLZ-TV Denver has announced the appointment of Bob Hart as local sales manager and the promotion of Jack Tipton to general sales manager, with responsibility for all commercial activities of the station, local and national.

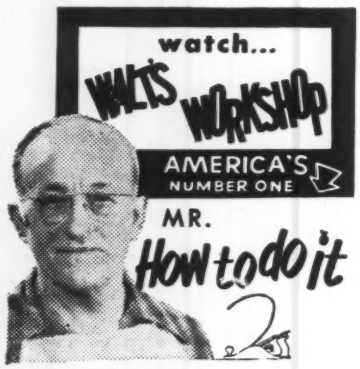


MR. HART MR. TIPTON

Mr. Hart previously was commercial manager of KFEL-TV there.

TEN BILLION DOLLARS
THE
Do-It-Yourself
Home-Owners Market!

These people come to YOUR place of business when they



The TV film show with a COMPLETE merchandising package!

Write for FACTS

Reid H. Ray Film Industries
2269 FORD PARKWAY
ST. PAUL, MINNESOTA

NBC Spot Sls. Names Mensing Chicago Mgr.

APPOINTMENT of Paul Mensing as radio manager for the NBC Spot Sales, Central Div., Chicago, was announced last week by George Dietrich, national radio manager. Mr. Mensing was formerly radio manager of the Detroit office. William B. Buschgen, account executive in the NBC Spot Sales New York office, will succeed him in Detroit.

Mr. Mensing has been with the representative organization since October 1952, when he

MR. MENSING

MR. BUSCHGEN

joined the Chicago office as an account executive.

In 1946, Mr. Buschgen became affiliated with NBC Spot Sales, New York.

H. W. Shepard, business and advertising manager of NBC Spot Sales, announced also that Sallie Wareham, suburban advertising production manager of Lord & Taylor, New York department store, has been added to his staff as production supervisor.

New Discount Plan Offered by WBAL

NEW radio rate card formula adding "weekly quantity discounts" to the present discount structure has been adopted by WBAL Baltimore, Hearst station.

Leslie H. Peard Jr., WBAL station manager, said the plan was developed after extensive discussion with advertisers and agencies. He called it a "sound modernization of the radio rate structure."

WBAL's new card now has this added provision:

Weekly Quantity Discounts

In addition to frequency discounts earned within a contractual year, an advertiser will also earn quantity discounts for any week or weeks during which he broadcasts 12 or more times on the following basis

12-14 times per week	10%
15-19 times per week	15%
20-24 times per week	20%
25 or more times per week	25%

Weekly quantity discounts are applicable after the deduction of frequency discounts and apply to programs and to announcements of 20 seconds or more, but programs and announcements cannot be combined for discount purposes. Weekly quantity discounts do not apply to 8-second or time-signal announcements.

First reaction to the idea has been "most favorable," Mr. Peard said. He explained that WBAL felt the standard radio discount structure, based on a 52-week period, fails to take into account current trends in product merchandising. These trends include concentration of advertising and promotion efforts on a greatly expanded scale during a short period. So-called "flight" advertising isn't new, he said, but is becoming more widespread.

"The package or saturation plans now prevalent in radio represent an effort on the part of many broadcasters to adjust their rates to attract this type of advertising to our medium," Mr. Peard said. "Most package plans offer substantial discounts for 12 or 24 broadcasts per week, for example. Generally, the advertiser running only one or two weeks and using a total of 52 announcements is offered a much more advantageous rate than is available to the consistent 52-week advertiser, using perhaps five or six times as much broadcasting service.

"Thus, in effect, the consistent year-round user of much more service is discriminated against ratewise as compared to the short term saturation advertiser. This seems to us to be reversing sound business principles. Moreover, most package plans apply to announcements only, and often the advertiser is required to run at least a portion of his schedule in the time periods least in demand.

"The WBAL plan is designed to accomplish the objective of offering an appropriate inducement for making WBAL an integral unit in any special drives or promotion planned for Baltimore and Maryland. We believe it offers all the values, but that it eliminates the many disadvantages inherent in the package plans.

"The WBAL plan applies to programs as well as to announcements, and the sliding scale of discounts is sufficiently flexible to suit the majority of saturation campaigns. The buyer may also select his times of broadcast, just as he does in purchasing any other schedule."

WMBR Names Vice Presidents For Radio, Television Units

IN KEEPING with its policy of separate administrative units for radio and television, WMBR-AM-TV Jacksonville, Fla., has appointed Charlie Stone vice president of WMBR-TV and Dave Booher vice president of WMBR-AM, according to an announcement by Glenn Marshall Jr., president of WMBR Div. of the Washington Post Co., licensee.

Mr. Stone joined the station 19 years ago

MR. STONE

MR. BOOHER

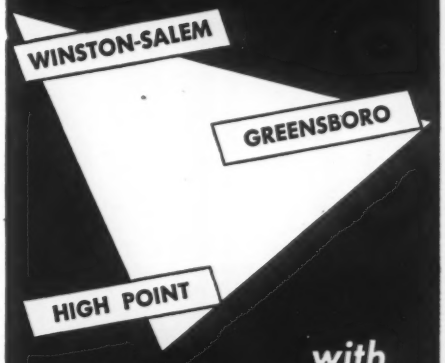
as a staff announcer, became sales manager in 1950 and was named vice president in charge of sales in February 1954. Mr. Booher came to WMBR-AM in 1949 as local account executive and was named sales manager last May.

Eichhorn Moves Up at KING

JOHN EICHHORN, manager of KING Seattle, Wash., has been named assistant to Otto Brandt, KING vice president and general manager, Mr. Brandt has announced. Mr. Eichhorn replaces Robert Priebe, who has become an electronics product distributor.

In other changes the station moved Fred Von Hofen from KING-TV account executive to manager of KING, and Earl Reilly, KING program director, assumes the position of KING-TV account executive.

COVER
NORTH CAROLINA'S
Rich, Growing
"GOLDEN TRIANGLE"



with
WSJS
TELEVISION
CHANNEL 12

a 24-county market with
Effective Buying Income
of $1,543,515,000
(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company

WBRE-TV Signal Report Shows Better Coverage

IMPROVED and increased reception is being provided by WBRE-TV Wilkes-Barre, ch. 28 outlet which went on the air Dec. 31 as the world's first million-watt tv station [B•T, Dec. 13, *et seq.*], according to a joint report made last week by Louis G. Baltimore, president of the station, and A. R. Hopkins, manager, Broadcast Equipment Marketing, RCA Engineering Products Div.

"Clear pictures in numerous areas which heretofore had either no tv service or poor reception" were reported by Mr. Baltimore. The improved service was attributed to WBRE-TV's use of a newly-developed RCA super-power transmitter and a new super-gain RCA uhf pylon antenna.

The power increase, from its previous 225 kw, has filled in some "shadow" areas in the station's broadcast range, Mr. Baltimore said. Falls, Pa., a small community deep in a valley between two high mountains along the Susquehanna River 20 miles northeast of Wilkes-Barre, is now getting a picture, Mr. Baltimore said, where no signal existed before. "Excellent" reception has been reported from the Clark Summit area, Mr. Baltimore said, which is over the mountain west of Scranton, from 400 to 600 feet below line of sight of the WBRE-TV antenna atop Wyoming Mt.

Reception has been confirmed in York, Pa., and Dunkirk, N. Y., 100 miles south and 190 miles northwest, respectively, Mr. Baltimore reported. At a test receiver set up near RCA's Camden, N. J., plant clear reception of the WBRE-TV signal was reported by RCA. Camden is approximately 125 miles from Wilkes-Barre, and previously had not been able to receive the ch. 28 signals.

KLRJ-TV on Test Patterns, Connects With NBC Jan. 23

KLRJ-TV Henderson, Nev., was scheduled to begin test patterns yesterday (Sunday) and plans to be interconnected with NBC by Jan. 23. The ch. 2 station is the third tv for Nevada, with Las Vegas and Reno each having one. KLRJ-TV, which is represented nationally by John E. Pearson Tv Inc., will increase to 423 the number of operating tv stations.

Donald W. Reynolds is president and chief stockholder of licensee Southwestern Publishing Co. He also owns KZTV (TV) Reno; KFSA-AM-TV Fort Smith, Ark., and KHBG Okmulgee, Okla.

Reports from other stations:

WBIR-TV Knoxville, Tenn., which last week was favored in an initial decision for ch. 10 there, has reported that plans are tentative pending final grant. Equipment, it was understood, would probably be General Electric. John P. Hart is president of WBIR Inc., licensee.

WGBH-TV Boston (ch. 2), noncommercial educational outlet, has completed installation of its new transmitter atop Great Blue Hill, Milton, Mass. The tower and antenna measure 849 ft., the station has announced. A test pattern was started last week and educational programs, produced by Lowell Institute Cooperative Broadcasting Council, are expected to begin in April.

Baxter Appointed Sales Head At Storer's WBRC Birmingham

LIONEL BAXTER has been appointed national and local sales manager at WBRC Birmingham, Ala., Storer Broadcasting Co. outlet there. Before his WBRC appointment, Mr. Baxter was vice president and general manager of WSFA-AM-TV Montgomery, Ala.

MR. BAXTER

Mr. Baxter entered the broadcasting field in May 1934 as an announcer at WAPI Birmingham. He was associated with that station until November 1953 in such positions as chief announcer, program manager, manager of operations, director of publicity and promotion and manager of operations for both WAPI and WAFM (TV). In 1953 he joined WSFA-AM-TV.

Tulsa Bcstg. Names Walker To Head Radio Operations

JAMES P. WALKER, Tulsa Broadcasting Co. assistant general manager, has been placed in charge of the company's radio outlets, KTUL Tulsa, Okla., and KFPW Fort Smith, Ark., the company has reported. Mr. Walker will direct all phases of the radio operations including sales and program policies.

William D. Swanson, sales manager for the company's radio facilities and for its KTVX (TV) Muskogee, Okla., will direct the regional and local sales departments for tv only, in both Tulsa and Muskogee.

Ben Holmes, in charge of national sales for the company's radio and tv properties, will continue in the same position.

NBC's WKNB-TV Buy Costs $984,000

NBC's purchase of WKNB-AM-TV New Britain, Conn., [B•T, Jan. 10] will involve approximately $984,000, including excess of liabilities over current assets and the $606,000 purchase price, it was learned last week.

Purchase of the ch. 30 tv station and its 1 kw radio affiliate, a daytimer on 840 kc, is subject to the customary FCC approval. An application for FCC consent is expected to be filed shortly.

In purchasing the WKNB-AM-TV stock for $606,000, NBC also is assuming liabilities, current and long term, which come to approximately $550,000, and, on the other hand, current assets totaling around $171,000 (total fixed assets, including buildings and equipment, are estimated at almost $530,000).

With the FCC application will be a request for permission to move the WKNB-TV transmitter site to Mt. Higby, about eight to ten miles from New Britain, and NBC also plans to boost the power of the station, its first uhf, to a million watts.

The purchase and the proposed move of the transmitter site and the increase in power, NBC authorities explain, is "to make uhf as nearly competitive with vhf as possible." There is no proposal to move the studio location.

Announcing the purchase agreement, NBC President Sylvester L. (Pat) Weaver Jr. said that "when the transfer of ownership is completed, WKNB-TV will become a basic station of the NBC Television Network. It is our intention to strengthen our new station—and through it, uhf television—by installing a million-watt transmitter, the maximum power attainable in the present state of the broadcasting art."

He said NBC's full resources would be used to "develop a uhf service which will be as nearly comparable as possible to the service rendered by stations in the vhf channels."

Present owners of WKNB-AM-TV, according to the last ownership report, included President Julian Gross, 47.7%; Chester Bland, 15.7%; Goodman Banks, 10.3%; Lawrence Whitehead, 3.3%, and Milton Conhaim, 6.4%.

WRC-AM-TV Promotes King

JOAN CAROL KING, assistant manager of the advertising and promotion department, WRC-AM-TV Washington, D. C., has been promoted to manager of the department, the stations announced. Miss King joined WRC in July 1953 after working for the "Save the Children Federation" of the Carnegie Foundation.

MISS KING

SELLING . . . 205,714 Homemakers, spending $2,701,342 Daily

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

LOCAL NEWSPAPERS DROP SPARTANBURG RADIO LOGS

Advertising exchange agreement ended by newspapers which continue to carry listings of tv stations in other cities.

NEWSPAPERS in Spartanburg, S. C., have ceased their exchange arrangement with local radio stations and no longer carry daily logs, according to a joint statement issued by managers of the three stations (WJAN, WORD and WSPA). The newspapers, however, still carry logs of tv stations in Greenville, Asheville and Charlotte, it was added.

The radio stations explained that the action by the newspapers "was purely of their making." The papers had been printing the Spartanburg radio logs in exchange for free station time, according to the broadcasters, who are continuing to make their logs available for publication.

"We feel that the public should also know that other daily newspapers in South Carolina and North Carolina publish the radio schedules of radio stations as a public service to their readers," the joint statement continued. "Also, these papers, as a service to their readers, publish the television station schedules."

The media picture in Spartanburg was marked last spring by announcement from the newspaper publishers that advertisers would be required to pay bills weekly and sign new contracts. This prompted The Aug. W. Smith Co., quality department store and largest advertiser in the city, to reverse its advertising budget in favor of concentrated radio advertising. The emphasis on radio provided a pleasant sales surprise for the store and the account of this successful use of the broadcast medium attracted wide attention [B•T, Oct. 18, 1954].

In the joint statement by the three stations it was stated:

"The Spartanburg newspapers, as a service to their readers, are continuing to publish the schedules of the television stations in Greenville, Asheville and Charlotte. All three of these cities compete with Spartanburg for trade. It would seem, therefore, that the Spartanburg newspapers are publicizing the schedules of television stations which carry messages urging the people of the Piedmont to trade in the cities of Asheville, Greenville and Charlotte. However, these same newspapers are not publishing the program schedules of Spartanburg radio stations which carry advertising messages urging the people of the Piedmont to trade in Spartanburg."

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SLANDER
PIRACY
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VIOLATION

Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Clara Sammons, KSCJ, Dies

CLARA P. SAMMONS, 79, secretary of the Perkins Co., licensee of KSCJ-AM-FM Sioux City, Iowa, died Jan. 11. Mrs. Sammons also was first vice president of the Journal-Tribune Publishing Co. there *(Sioux City Journal-Tribune)*. She is survived by two daughters, Mrs. Louise Freese, columnist for the Journal-Tribune publications, and Elizabeth J. Sammons, secretary of the publishing firm and program director-women's director of KSCJ.

STATION PEOPLE

Anthony Perry, chief announcer, WHLM Bloomsburg, Pa., to WCDL Carbondale, Pa., as general manager.

George W. Stratton, formerly account executive, KID Idaho Falls, Idaho, appointed general manager, KONI Phoenix.

MR. STRATTON

Robert Berry, program director, WOTW Nashua, N. H., promoted to station manager; **Roger Allan,** announcer, WOTW, promoted to program director.

Charles H. Cowling, general manager, KAVR Apple Valley, Calif., has resigned.

Marvin Mirvis, general manager, WSID Baltimore, elected executive vice president and board member, United Broadcasting Co. of Eastern Maryland [WSID-WTLF (TV)]. Tv station under construction.

MR. MIRVIS

Thomas A. Bennett Jr., consultant, Office of Private Cooperation, U. S. Information Agency, Washington, appointed program manager, KDKA Pittsburgh.

Dave Maxwell, public service director, KBIG Avalon, Calif., to KBIF Fresno, Calif., as general manager, succeeding **George Nickson,** transferred to John Poole Broadcasting Co. (operator of both stations), Hollywood headquarters on special assignment; **George R. Lindsay,** former account executive, KLAC Hollywood, to KBIF in similar capacity.

MR. MAXWELL

Jim Creed, formerly disc m.c., KDEF Albuquerque, to KOGA Ogallala, Neb., as program director.

Alan Dary, personality, WORL Boston, addi-

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

carries the sports load in Northeastern Wisconsin

People in Northeastern Wisconsin like Action

Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

MBS Green Bay, Wis.
WJPG
5,000 WATTS DAYTIME
500 WATTS AT NIGHT
Represented by Joseph McGilvra, Inc.

tionally appointed program director; **Dave Maynard,** WHIL Medford, Mass., to WORL as disc m.c., succeeding **Norm Prescott,** who has moved to WNEW New York.

Leslie F. Biebl, formerly program director, WISN Milwaukee, appointed program director, WHK Cleveland, succeeding **C. M. Hunter,** who becomes public relations director.

Ed Lally, radio program director, and **Al Bowman,** music librarian, WBAP Fort Worth, Tex., resign and retire, respectively.

Charles L. Brooks, vice president in charge of Austin and San Antonio, Tex., offices, Kamin Adv. Agency, appointed sales promotion director, KTBC-AM-TV Austin; **Earl Deathe** and **Kathy Karbach** to sales staff, KTBC; **Burton Gardner,** KTBC sales staff, transfers to KTBC-TV sales staff.

C. Wesley Quinn, sales representative, WTRI (TV) Albany, N. Y., to WTRY Troy as sales promotion manager; **Mary Breda** to WTRY as assistant to sales promotion manager.

Anthony J. Lopuch, assistant chief engineer, KFBB Great Falls, Mont., appointed chief tv engineer, KFBB-TV.

Donald Mohr, formerly with WHUM-TV Reading, Pa., to WFMZ-TV Allentown, Pa., as film director.

Vernon England, supervising editor, film dept., ABC-TV Hollywood, to KABC-TV there as film director, succeeding **Russ Landers,** resigned.

Irene McKee, freelance copywriter and broadcaster, to WFLN Philadelphia as traffic and continuity director.

DAVE MORRIS, general manager of KNUZ Houston, stands beside "Big Mike," which the station describes as "Houston's first and only completely remote-equipped radio truck." Ken Grant, one of four KNUZ news editors, sits behind the wheel of the new unit, which will monitor police calls and broadcast "on-the-spot, from-the-spot" news over a period of 19 hours each day.

William J. Taylor, account executive, KBIF Fresno, Calif., to Foote, Cone & Belding, Hollywood, as broadcasting production supervisor.

Al Nagler, sports director, WJBK Detroit, appointed to newly-created position, news and sports director.

MR. NAGLER

William Cathey, formerly merchandising-advertising manager, Olympia Brewing Co., Olympia, Wash., appointed merchandising and sales service representative, KOMO-TV Seattle; **Rollin C. Hawkes** appointed national sales service representative, KOMO.

Ray Shannon, engineer, WKRC Cincinnati, appointed transmitter supervisor, WKRC-TV.

Charles Newton, assistant county farm agent, Darlington County, S. C., appointed farm editor, WBTW (TV) Florence, S. C.,

George Manno, formerly with WXYZ Detroit, and **Edward Dawson,** formerly with Paramount Pictures, N. Y., appointed producer-directors, WJNO-TV West Palm Beach, Fla.; **Vern Crawford,** chief announcer, WJNO-TV, additionally appointed news director; **Richard Kohler** to production staff; **Wayne Stump,** formerly with WEAT Lake Worth, Fla., to engineering staff; **Joe Kenny** to continuity dept., succeeding **Robert Britt,** who moves to sales staff.

Bud Ford, originator and producer, *Morning Bandwagon,* WTAM Cleveland, to WRCA New York as producer-director, *Allyn Edwards Show.*

James Prunty, guest relations dept., NBC Cleveland, appointed staff director, NBC o&o WTAM Cleveland, succeeding **John Wellman,** who becomes supervisor, *Morning Bandwagon.*

Franklin Jay Wiener, promotion writer, WCBS-TV New York, appointed assistant advertising and sales promotion manager; **Carl Abrams,** formerly audience promotion director, to WCBS-TV succeeding Mr. Wiener.

Hunter Baker, WTVN Columbus, Ohio, to sales dept., WRFD Worthington, Ohio, as local account executive.

John Kinsella, general sales manager, WGTH-AM-TV Hartford, Conn., returns to sales staff, WXEL Cleveland; **John Garfield,** formerly sales manager, WGAR Cleveland, to WXEL sales staff.

Bob Macauley, formerly with WMBV-TV Marinette, Wis., news dept., to WBAY-AM-TV Green Bay, Wis., as reporter and newscaster.

Dick Cook, formerly with WCBR Memphis, to KSFO San Francisco for daily record show.

Ralph Haskins, formerly with WMC Memphis, to WLW Cincinnati as host, *Mission Midnight.*

Joe Graydon, former KLAC Hollywood singer-program host, to KABC-TV there in similar capacity.

Buddy Leonard to WWIN Baltimore as announcer and disc m.c.

Wm. Oliver Grieve, KAWT Douglas, Ariz., returns to KCKY Coolidge, Ariz., as engineer-disc m.c.

Hal Fredericks to WAAF Chicago as disc m.c.

Don Cunningham, former sports director, WBUF-TV Buffalo, N. Y., to announcing staff, WBEN-AM-FM-TV there.

Tom Russell returns to WEEI Boston as announcer-m.c.

Jack Reeves, formerly announcer, KOME Tulsa, to KSTV Stephenville, Tex., as announcer and account executive.

John Eaton, formerly with WCAN-TV Milwaukee, to announcing staff, WPTR Albany, N. Y.

William W. Anderson to KGMB-TV Honolulu as announcer-director; **Yvonne Joseph** to continuity staff, KGMB; **Joanne Fiero** to KGMB in traffic work.

Jack Narz, announcer, CBS Radio *Tennessee Ernie Show,* adds duties as announcer, KNXT (TV) Hollywood *Bob Crosby Show,* succeeding **Steve Dunne,** now featured on CBS-TV *Professional Father* show.

Ray Trudell to WDRC Hartford, Conn., as evening receptionist.

Clement G. Scerback and **William S. Dallman,**

"Next time I'll let KRIZ Phoenix tell me where to go to get gasoline."

advertising and promotion manager and merchandising manager, respectively, NBC o&o WTAM-WNBK (TV) Cleveland, winners of RCA nationwide advertising and promotion contest.

George Haskell, director of public service, KFAB Omaha, elected to Omaha Safety Council governing board for two-year term.

Gil Henry, disc m.c., KING Seattle, appointed editor and manager, *Magazine Seattle,* monthly guide for visitors and residents of Greater Seattle.

Louis A. Webster, editor, *Country Journal,* WEEI Boston, elected member, board of trustees, Home Savings Bank of Boston.

R. E. Dunville, president, Crosley Broadcasting Corp. [WLW-WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, WLWA (TV) Atlanta, Ga.], elected to two-year term, board of trustees, Greater Cincinnati Television Educational Foundation.

Beverly N. Hoffer, director of station relations, WPAW Pawtucket, R. I., appointed publicity chairman, Rhode Island chapter, American Women in Radio & Television.

Lewis Martin, director, Housewives' Protective League-*Starlite Salute,* WBT Charlotte, N. C., named secretary, Charlotte Grocery Mfrs. Representatives Assn.

Otto Brandt, vice president and general manager, KING-AM-FM-TV Seattle, elected board member, Seattle Adv. & Sales Club.

Don Sherman, disc m.c., WLYN Lynn, Mass., featured in article in March issue, *Hit Parader* magazine, currently on stands.

Theodore Roosevelt Gamble, president, KOIN-AM-FM-TV Portland, Ore., named Oregon state chairman, U. S. Savings Bonds Advisory Committee.

Elzey M. Roberts Jr., president, KXOK Broadcasting Inc., St. Louis, re-elected vice president, Academy of Science of St. Louis.

C. Richard Evans, vice president, Hawaiian Broadcasting System Ltd. (KGMB-AM-TV Honolulu), elected president, Hawaii Public Relations Assn.

Edward Benham, chief engineer, KTTV (TV) Hollywood, and **John Knight,** chief engineer, KRCA (TV) there, elected president and secretary-treasurer, respectively, Society of Television Engineers.

Gunnar Back, news commentator, WWDC Washington, spoke at Alexandria Junior Women's Club's annual Guest Night Meeting, Carter Hall, Alexandria, Va., Jan. 11 on "What America Means to Me."

Clair Giles, business manager, WNAX Yankton, S. D., and assistant treasurer, Cowles Broadcasting Co. [KRNT-AM-FM Des Moines, KVTV (TV) Sioux City, WNAX], installed Jan. 4 as president, Yankton Kiwanis Club.

Jeanne Bacher, women's editor, KGST Fresno, Calif., elected western regional vice president, American Women in Radio & Tv.

Bob Grant, announcer-actor, WBBM Chicago, and Mary Schaefer were married Jan. 15.

Bruce Rice, sportscaster, KBIG Avalon, Calif., and Audrey Stone will be married Feb. 1.

Danny Martin and **Audrey New,** instrumentalist and vocalist, respectively, *Bill Bailey Show,* WLWD (TV) Dayton, Ohio, were married.

Bill Smith, announcer, WFVA Fredericksburg, Va., father of girl, Tamara Jane.

J. Robert Covington, vice president, Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C.), father of boy, Patrick Cansler, Jan. 5.

Emil Campaine, engineer, WJNO-TV West Palm Beach, Fla., father of boy, John, Jan. 5.

Dr. Herman Harvey, USC assistant professor of psychology who conducts KNXT (TV) Hollywood *Psychology on Tv,* father of girl, Paula Allison, Jan. 4.

Warren Earl, sales promotion and publicity director, KCOP (TV) Hollywood, father of boy, Thomas Warren, Jan. 1.

Steve Morris, news director, WIST Charlotte, N. C., father of girl, Judith Gayle, Jan. 1.

Bill Stout, news commentator, KNXT (TV) Hollywood, father of girl, Leslie, Dec. 29.

Alfred E. Burk, sales manager, WBAL Baltimore, father of boy, Clark Bradley, Dec. 28.

Gabe Viera, newsman, WHLI Hempstead, L. I., N. Y., father of boy, Christopher Lee, Dec. 26.

Dan Lindquist, production manager, KCOP (TV) Hollywood, father of girl, Taryn Ann, Dec. 25.

Russ Bailey, announcer, WNAX Yankton, S. D., father of boy, Brian Carl.

PROGRAM SERVICES

CAPITOL IS SOLD FOR $8.5 MILLION

SALE of Capitol Records Inc., Hollywood, to Electric & Musical Industries Ltd., an international firm headquartered in England, for a sum which could reach $8.5 million, was announced in Hollywood last week by Glenn E. Wallichs, Capitol president.

EMI, one of the world's largest radio-tv and electronic equipment manufacturers and owner of the largest existing record library, has bought 248,435 of the outstanding 476,230 common shares from Mr. Wallichs, partner Johnny Mercer and the estate of the late George G. (Buddy) Desylva. Additionally, EMI will offer $17.50 a share for other common stock, Mr. Wallichs stated.

The Capitol label, operation and personnel will remain unchanged, with Mr. Wallichs continuing as president of the new EMI subsidiary. However, another EMI American recording subsidiary, Angel Records, New York, will remain a separate operation under Angel President Dario Soria.

Capitol was formed over 12 years ago by Messrs. Wallichs, Mercer and Desylva, with Mr. Desylva furnishing $15,000 capital.

PROGRAM SERVICE PEOPLE

Herbert W. Hobler, general sales manager, TelePrompTer National Sales Corp., N. Y., elected vice president.

Austin B. Sholes, assistant sales manager, Presto Recording Corp., N. Y., to recorded tape div., Muzak Corp., same city as sales director.

THE BUFFALO EVENING NEWS STATION

CBS BASIC

WBEN-TV

CHANNEL 4

WBEN-TV LEADS THE WAY

1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

Liberal Arts Tv Scripts To Receive '55 Payne Awards

THE 1955 Payne Communications Awards of the U. of Illinois will be presented for the best tv scripts dealing with literature, the classics, languages or social or natural sciences. Designed to encourage either amateur or professional writers to adapt material from the liberal arts for tv, a script may be a one-half hour or hour production in any acceptable format, not necessarily dramatic.

Closing date of the competition is March 10 and winners will be announced shortly thereafter. First prize is $700, second prize, $300. Winning scripts will be produced by the university's Radio & Television Service, which retains the right to broadcast, record and publish all scripts submitted. Commercial rights remain with the author. Kinescope recordings of the prize programs will be made available to the Educational Television & Radio Center at Ann Arbor, Mich., for broadcasting by educational tv stations.

Baptist Convention Honors 'Baptist Hour' Stations

MORE THAN 200 radio stations are to be honored during January and February by the Southern Baptist Convention for their weekly airing of the *Baptist Hour*.

Stations carrying the program for a year or more will be honored by "Baptist Hour Recognition Days," special services in the churches serving the same area as the stations, and by the presentation for framed citations.

Radio-Television
NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year; exhibits consisting of recordings, tapes or film and a typewritten summary.

2. Radio and Television Newswriting: For the most distinguished example of news-writing or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

3. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible; exhibits consisting of recordings (no tapes) and a typewritten summary mentioning running time of exhibit.

4. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible; entries consisting of film and typewritten summary.

Deadline Feb. 1, 1955

SEND ENTRIES TO:
Victor E. Bluedorn, Ex. Dir.
Sigma Delta Chi
35 E. Wacker Dr., Chicago 1

MBS 1954 TIME SALES OF $20.4 MILLION DROP 11.8% BELOW NET'S 1953 TOTAL

S. C. Johnson & Son is top Mutual client among 74 advertisers; J. Walter Thompson Co. first among 56 agencies using MBS last year.

GROSS time billings on Mutual for 1954 amounted to $20,430,377 (December billings estimated), according to figures released Friday by Mutual's research department. The sum, representing programs sponsored by 74 of the nation's advertisers, placed through 56 advertising agencies, falls 11.8% below the network's 1953 gross of $23,158,000.

J. Walter Thompson Co. was listed as the agency having placed the largest dollar volume of time on Mutual in 1954. It scheduled $2,514,506 of time on behalf of three clients—Florida Citrus Commission, Credit Union National Assn. and the Johns-Manville Corp.

In second place with time billings of $2,352,454 was Needham, Louis & Brorby, acting for Derby Foods Inc., S. C. Johnson & Son and State Farm Mutual Auto Insurance Co. Following in this order were: Lennen & Newell Inc., $1,572,342 (P. Lorillard Co.); Furman, Feiner & Co., $1,322,017 (AFL); Sullivan, Stauffer, Colwell & Bayles, $949,530 (American Home Products Corp.); Geoffrey Wade Adv., $938,487 (Miles Labs.); Cunningham & Walsh, $912,427 (Liggett & Myers Tobacco Co. and Pan American Coffee Bureau).

The sponsor list using Mutual in 1954 was led by S. C. Johnson & Son with $1,868,637, followed in order by P. Lorillard Co., $1,572,342; American Federation of Labor, $1,311,751; Johns-Manville Corp., $1,210,908; Florida Citrus Commission, $982,790; American Home Products Corp., $949,530; Miles Labs., $938,487, and Liggett & Myers Tobacco Co., $846,227.

In breakdown by industry classifications, the cigarette and smoking material industry was in first place with $3,314,819, followed by the food and food product field, $3,134,838; soaps, cleansers and polishes, $3,067,667; and institutional users, $2,098,628. Classifications said to have spent more than $1 million in 1954 included religious organizations, drugs and toiletries, building materials and beer.

The 1954 gross billings by month, by advertiser and by agency were as follows, with December figures estimated in each case:

1954 Gross Billings

	Monthly	Cumulative
January	$1,889,990	$ 1,889,990
February	1,783,452	3,673,442
March	2,034,961	5,708,403
April	1,891,998	7,600,401
May	1,908,198	9,508,599
June	1,558,196	11,066,795
July	1,481,767	12,548,562
August	1,491,422	14,039,984
September	1,523,161	15,563,145
October	1,605,042	17,168,187
November	1,633,999	18,802,186
December	1,628,191	20,430,377

1954 Advertiser Expenditures

S. C. Johnson & Son	$1,868,637
P. Lorillard Co.	1,572,342
Amer. Fed. of Labor	1,311,751
Johns-Manville Corp.	1,210,908
Florida Citrus Commission	982,790
American Home Products Corp.	949,530
Miles Laboratories	938,487
Liggett & Myers Tobacco Co.	846,227
Kellogg Co.	792,742
Quaker Oats Co.	713,044
Miller Brewing Co.	687,720
R. J. Reynolds Tobacco Co.	551,502
Coca-Cola Company	460,453
Wings of Healing	432,111
Mutual Benefit Health & Accident	425,343
Lutheran Laymen's League	400,911
State Farm Mutual Auto. Ins. Co.	375,284
Falstaff Brewing Corp.	358,078
Radio Bible Class	348,627
Philip Morris Co.	344,748
Credit Union National Assn.	320,808
Christian Reformed Church	311,623
Voice of Prophecy	302,503
Derby Foods Inc.	299,672
General Tire and Rubber Co.	291,440
Union Pharmaceutical Co.	270,960
Deepfreeze Appl. Div.—Motor Products Corp.	267,000
Dawn Bible Students Assn.	195,520
Florida State Advertising	188,400
Gillette Safety Razor Co.	184,825
Murine Co.	170,710
No. American Van Lines	150,659
National Home Corp.	144,670
Lettuce Inc.	138,922
Procter & Gamble Co.	138,000
Lemon Products Advisory Board	129,000
Billy Graham Evangelistic Assn.	122,948
Niagara Mfg. & Dist. Co.	118,002
SOS Co.	111,500
Chevrolet Motor Div.—General Motors Corp.	97,500
Beltone Hearing Aid Co.	88,420
Block Drug Co.	75,177
Pan American Coffee Bureau	66,200
Dodge Div.—Chrysler Corp.	64,795
Buick Motor Div.—General Motors Corp.	54,300
Elsevier Press	53,592
Jacques Kreisler Mfg. Corp.	41,300
Harrison Products	39,900
Giant Animal Co.	39,338
Plymouth Div.—Chrysler Corp.	36,781
Scholl Mfg. Co.	33,600
Jackson & Perkins Co.	33,122
All-State Insurance Co.	29,500
Republican National Committee	28,524
Manion Forum of Opinion	23,692
Esso Standard Oil Co.	23,268
Barbasol Co.	23,088
White House Co.	19,926
Bridgeport Brass Co. (Aer-O-Sol Div.)	18,000
Crowell Collier Publishing Co.	16,500
Grand Duchess Steaks	12,468
Rexall Drug Co.	12,127
For America	11,388
National Assn. of Letter Carriers	10,266
Standard Oil Co. of Indiana	8,488
Committee for Constitutional Gov't	7,471
American Chemical Paint Co.	6,000
Tidewater Associated Oil Co.	5,875
Atlantic Refining Co.	5,721
Cowles Publishing Co.	5,000
Artists Publications	3,973
Prentice-Hall Inc.	3,456
Protam Pharmacal Co.	2,070
Independent Citizens Committee	1,090

1954 Agency Expenditures

J. Walter Thompson Co.	$2,514,506
Needham, Louis & Brorby	2,352,454
Lennen & Newell	1,572,342
Furman, Feiner & Co.	1,322,017
Sullivan, Stauffer, Colwell & Bayles	949,530
Geoffrey Wade Adv.	938,487
Cunningham & Walsh	912,427
Leo Burnett Co.	792,742
D'Arcy Adv. Co.	751,912
Sherman & Marquette	713,044
Mathisson & Associates	687,720
William Esty Co.	551,502
McCann-Erickson	461,056
Century Adv. Agency	432,111
Bozell & Jacobs	425,343
Gotham Adv. Co.	400,911
Dancer-Fitzgerald-Sample	358,078
J. M. Camp & Co.	348,627
Biow Co.	344,748
Glenn-Jordan-Stoetzel	311,623
Western Adv.	302,503
Applegate Advertising Agency	295,229
Grey Adv. Agency	270,960
Roche, Williams & Cleary	267,000
Batten, Barton, Durstine & Osborn	211,361
Olian & Bronner	206,630
Wm. Gleeson & Co.	195,520
Direct	188,400
Maxon	184,825
John Cohan Adv.	138,922
Benton & Bowles	138,000
Walter F. Bennett Co.	122,948
Campbell-Ewald Co.	97,500
Emil Mogul Co.	75,177
Kudner Agency	67,800
Grant Adv.	64,795
Mann-Ellis	53,592
N. W. Ayer & Son	42,302
Duane Jones	41,468
Foote, Cone & Belding	41,300

Sidney Garfield & Associates	39,900
Donahue & Coe	33,600
Maxwell Sackheim & Co.	33,123
Christiansen Adv. Agency	29,505
Erwin, Wasey & Co.	23,088
E. Ross Humphrey & Assoc.	22,004
Victor & Richards	19,936
Hazard Adv. Co.	18,000
Victor Adv. Co.	13,076
Phil Di Nuocsio Adv.	12,468
Marschalk & Pratt	10,339
French & Preston	7,478
Grey & Rogers Adv.	6,000
Buchanan & Co.	5,875
Artists Publications	3,973
Albert Frank-Guenther Law	3,456
Ellington & Co.	1,090

Expenditures by Industries 1954

Cigarettes & Smoking Materials	$3,314,819
Food & Food Products	3,134,838
Soaps, Cleansers & Polishes	3,067,667
Institutional	2,098,628
Drugs & Toiletries	1,957,374
Religion	1,682,144
Building Materials	1,355,578
Beer	1,045,798
Insurance	830,132
Automotive	544,836
Soft Drinks	460,453
Miscellaneous	298,185
Household Supplies	285,000
Transportation	150,659
Publications	82,522
Gasoline & Petroleum Products	43,352
Jewelry	41,300
Political	37,092

MBS Reveals Figures Of Co-op Sports Shows

MORE THAN 5,500 local and regional sponsors on 317 stations were recorded in co-op sales of MBS' *Game of the Day* baseball and *Game of the Week* football broadcasts during 1954, according to B. J. Hauser, vice president in charge of MBS' Co-op Sales.

An even greater year is expected in 1955, Mr. Hauser said, noting that Paul Jonas, MBS sports director, already has completed plans for *Game of the Day* schedules which have shown gains in total sponsors each year. In addition, he said, *Game of the Week*, which this season was highlighted by the complete Notre Dame schedule, exceeded previous highs by totaling nearly 1,000 sponsors.

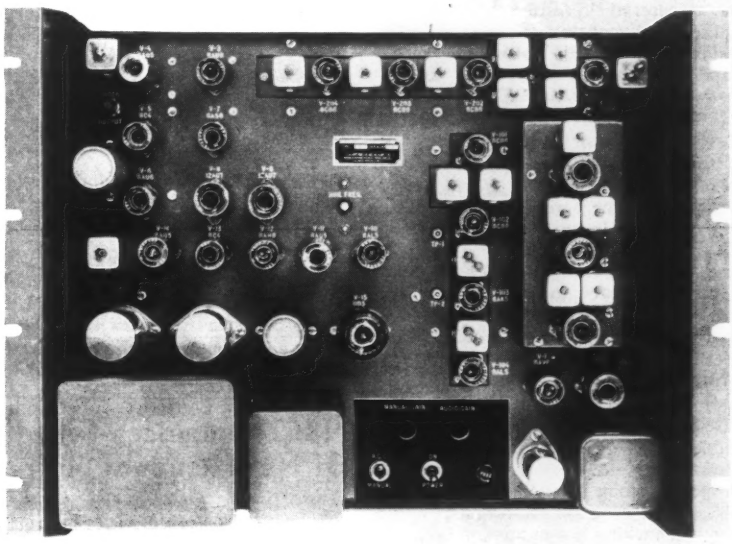
MBS last Tuesday started a schedule of nighttime broadcasts of major sports events *(Parade of Sports)* which will be presented on a three-to-six-day week basis, and will cover basketball, hockey and major track events. Mr. Hauser said this programming—as a "major part" of MBS' nighttime schedule—will provide a "partial answer" to requests of listeners. He referred to a statement by Richard J. Puff, MBS director of research and planning, which points up the attraction of "an unusually large proportion of the audience" when sports are available on nighttime radio. Mr. Puff said that on nights when sports were most available, Ward Survey figures showed the broadcasts attracted "one out of every four radio listeners and boosted overall listenership."

Kagran (Howdy Doody) Stock May Cost NBC $500,000 Plus

NEGOTIATIONS have been launched looking toward the possible acquisition of all Kagran Corp. *(Howdy Doody)* stock by NBC, currently a minority stockholder. Talking price was said unofficially to be upwards of $500,000. Largest present stockholder in Kagran is President Martin Stone. Others include "Buffalo Bob" Smith of the *Howdy Doody* show, and several persons identified with Lehman Bros., New York, investment house. (Lehman Bros. is not itself a Kagran stockholder.) NBC's interest in acquiring the stock is understood to be its desire to control the *Howdy Doody* program, currently sold out for 1955 to a total of 10 advertisers, and the merchandising of toys and other products based on participants in the program.

NEMS—CLARKE INCORPORATED

THE TR-1 TV REBROADCAST RECEIVER



Unattended Operation

Keyed AGC

• THREE OUTPUTS—VIDEO, AUDIO AND SYNC • EXCEPTIONALLY CLEAN SIGNAL • MAXIMUM REDUCTION OF IMPULSE NOISE • SPECIAL CIRCUITS IN RECEIVER CORRECT DISTORTION CAUSED BY SIDE-BAND FILTERS • HIGH DEGREE OF PHASE CORRECTION • SOUND CHANNEL SEPARATE FROM VIDEO CHANNEL TO AVOID LOSS OF SOUND IN CASE OF VIDEO FAILURE • WIDE FREQUENCY RANGE, LOW DISTORTION • BETTER-QUALITY SIGNAL THAN THE USUAL INTERCITY CO-AXIAL CONNECTION • BOTH MANUAL AND AUTOMATIC GAIN CONTROL • 75 OHM CO-AXIAL INPUT • 75 OHM CO-AXIAL OUTPUT ON SYNC • 75 OHM CO-AXIAL OUTPUT ON PICTURE • 600 OHM BALANCED OR UNBALANCED ON AUDIO OUTPUT

These are merely a few of the many reasons why TV station owners with an eye to a bigger share of the listener audience are installing our TR-1 TV Rebroadcast Receiver.

For complete descriptive spec sheet, write or wire Department H at once.

NEMS • CLARKE
Incorporated

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

ABC RADIO BOOSTS LOW-COST '24-PLAN'

ABC RADIO BELIEVES its new "24-Plan," which it has just unveiled, can "out-perform" spot radio at a lower cost per home reached.

Details of the new plan have been made public in a carefully prepared presentation which, although recognizing spot radio's "cost efficiency," asserts that ABC Radio's new nighttime saturation plan can deliver 24 "broadcasts" on the full network of 352 stations for $24,384 (time and talent).

The plan, as sketched by the network, entails five broadcasts per night for four nights weekly plus four broadcasts on an additional night. The various time periods are distributed throughout the week (between 7:55 and 10:30 p.m. EST).

This plan, according to the network, can outperform spot radio three to one. Cost of the plan "in the top 25 Pulse-rated markets is $8,584 compared with the $24,054 needed to earn the same rating with spots," ABC Radio's presentation emphasizes.

Although for years "advertisers have used spot radio to reach more homes at less cost than possible with network programming," the presentation asserts, there are disadvantages inherent in spot. Among them: lack of program ownership and of program "atmosphere" and the problems of making last-minute, nationwide changes in the message and of evaluating the performance of spots in cost per home reached.

Basis of the programming is news and music. Two shows are musical, one of them featuring Sammy Kaye and his orchestra (four broadcasts weekly); another, Jack Gregson (also four broadcasts per week), and for news—16 five-minute broadcasts per week.

The plan, according to ABC, permits 24 commercial minutes per week—on the news broadcasts alone the advertiser will receive opening and closing identifications as well as a full minute for commercials.

KEYD-TV Interconnected

KEYD-TV Minneapolis was connected with the Bell Telephone System's nationwide tv network facilities last week. Network programs are fed to KEYD-TV over intercity facilities from either Chicago or Des Moines. Connection of KEYD-TV brings the total number of interconnected stations to 357, located in 231 cities in the U. S.

THREE-YEAR contract under which NBC will have radio-tv rights to the Academy of Television Arts and Science's annual "Emmy" awards presentation is signed by (l to r): Don DeFore, ATAS president; Frederic Wile Jr., vice president in charge of programs, NBC Pacific Div., and Bob Longenecker, associate chairman, ATAS sponsorship committee.

NBC Announces Schedule Of New, Renewal Business

A SERIES of new and renewed business contracts was reported by NBC last week.

RCA has signed for 62 participations in *Great Gildersleeve, Second Chance, It Pays To Be Married, Weekend* and *Roadshow* during January, February and March, through Kenyon & Eckhardt, New York.

Brown & Williamson Tobacco Co. (Kools) signed to sponsor Kenneth Banghart newscasts on Wednesdays (8:30-35 p.m. EST) and Thursdays (9-9:05 p.m. EST), through Ted Bates & Co., New York.

Coast Fisheries Div., Quaker Oats Co., signed for *Hotel for Pets* on Monday, Wednesday, and Friday, (5:30-45 p.m. EST), through Lynn Baker Inc., New York.

On a short-term basis, Rexall Drug Co. signed, through BBDO, for participations in *Great Gildersleeve* on Feb. 15-16, and Vitamin Corp. of America, also through BBDO, signed for a Richard Harkness newscast at (9:55-10 p.m. EST) on Feb. 4.

Renewals reported include: Dodge Bros. for *Roy Rogers* (Thurs., 8-8:30 p.m. EST); Cities Service for *Band of America* (Mon., 9:30-10 p.m. EST); Rhodes Pharmacal Co. for Ben Grauer newscasts (Mon., Wed., Fri., 3-3:05 p.m. EST); Sterling Drug Co. for *Stella Dallas* (Mon., Wed., Fri., 4:15-30 p.m.) and *Young Widder Brown* (Mon., Wed., Fri., 4:30-45 p.m. EST), and Colgate-Palmolive Co. for *Lorenzo Jones* (Mon.-Fri., 5:15-30 p.m. EST).

Stevenson Covers Peiping Visit

NBC claims reporter-photographer William Stevenson, representing NBC News and *Toronto Star*, was the first North American news representative admitted to Peiping to cover UN Secretary Dag Hammarskjold's visit there to seek release of 11 jailed American airmen. Mr. Stevenson received his visa Jan. 6 in Hong Kong and arrived in Peiping the next day.

NETWORK PEOPLE

Wayne J. Wilcox, formerly Detroit advertising sales representative, *Good Housekeeping* magazine, appointed account executive, CBS Radio Network Sales, Detroit office.

Paul Niven, London staff, CBS News, transfers to Washington staff.

Harry Wismer, Art Gleeson and **Gene Kelly** selected as first three play-by-play announcers, MBS *Parade of Sports,* program covering outstanding night sports events.

Patsy Lee and **Jack Owens** signed as first in rotating weekly series of guest singers on ABC Radio and ABC-TV *Breakfast Club,* starting Jan. 24.

Paul Archinard, Paris news bureau, NBC, elected president, Anglo-American Press Assn.

William R. McAndrew, director of news, NBC, reappointed to President Eisenhower's Committee on Employment of Physically Handicapped.

Robert W. Sarnoff, executive vice president, NBC, to address Allentown-Bethlehem Sales Executives Club in Allentown, Pa., today (Mon.).

Georg Olden, CBS-TV director of graphic arts, will discuss "Art in Television" Feb. 9 at dinner of Boston Art Directors Club.

Edward R. Murrow, CBS news analyst, to be principal speaker at U. S. Junior Chamber of Commerce banquet in Louisville, Ky., Jan. 22.

Jackie Gleason, CBS-TV star, named America's Heart Ambassador for 1955 Heart Fund Campaign to be conducted in February.

Lewis Hammack and **Ruth Avery,** mail and messenger dept. supervisor and assistant personnel director, respectively, ABC Hollywood, co-authors of book, "Jest for Laughs."

William Whitley, director of public affairs, Columbia Television Pacific Network, Hollywood, will speak on "The Future of Educational Tv" at Jan. 20 luncheon meeting, National Assn. for Better Radio & Television, L. A.

Chris Schenkel, sportscaster, DuMont Tv Network, and model Fran Paige were married Jan. 5.

Jack Philbin, executive producer, CBS-TV *Jackie Gleason Show,* and actress Jean Harris were married Jan. 3. •

Ken Craig, national regional network program coordinator, ABC-TV Hollywood, father of girl, Judith Laurette, Dec. 27.

THE LATEST WCKY STORY.

In The Greater Cincinnati Area

Of the 302,630 Radio Homes regularly surveyed by Pulse, 1 out of every 4½ was tuned to WCKY in Sept.-Oct. Every day, Monday thru Friday, 9 a.m. to 7 p.m.

Buy Independent—Beat Network ratings: Get lower cost per thousand and large outside BONUS audience.

BUY WCKY

WCKY

— PERSONNEL RELATIONS —

AFM BAND UNIONIZATION HAMPERS CHICAGO RADIO

Petrillo seeks to organize small polka bands in Chicago, giving some non-union suburban stations broadcasting woes.

AMERICAN Federation of Musicians President James C. Petrillo has called for an organized campaign to unionize polka bands in Chicago. Some suburban-area stations have been caught in the middle.

Monday, Local 10, which Mr. Petrillo also heads, picketed Jagiello's Appliance and Record Store in the heart of Chicago's Polish district. Mr. Jagiello, a former union member, leads "Little Wally's" Polka Band, which, along with perhaps 10 other combos, plays dance halls and taverns. Their music is used for foreign language shows, through remote pickup, by WOPA Oak Park, a non-union station, on a paid-time basis. The musicians are not hired by the station. The bands buy time to advertise the places.

Mr. Petrillo could not be reached for comment. However, Carl A. Baumann, vice president of Local 10, admitted the AFM is openly trying to organize the bands—and such suburban stations as WOPA and WTAQ La-Grange, Ill. The latter outlet conducted a recent promotion drive during which the appeal of polka music in Chicago's Polish area was aptly demonstrated.

Egmont Sonderling, manager of WOPA stated: "The entire matter ties in with efforts of the unions to organize WOPA and other suburban radio stations. (Mr.) Petrillo predicted this fight to me personally last October."

AFTRA, WGN-AM-TV Sign Contracts Ending Dispute

LONG-STANDING dispute between WGN-AM-TV Chicago and the American Federation of Television & Radio Artists was resolved last week with an agreement on new two-year contracts—without pension and welfare benefits except for those performers appearing on network tv programs as outlined in AFTRA's national pacts.

The pacts were announced Thursday by Frank P. Schreiber, manager and treasurer of WGN Inc., and followed negotiations concluded with George Heller, AFTRA national executive secretary, on the previous day.

The new agreement, effective Jan. 1, 1955, calls for a 10% boost in the salary base of WGN radio announcers (from $150 to $165) and a 5% raise for local television AFTRA members (excepting models); a 25% rate reduction for actors and singers on local radio shows, and AFTRA agrees to relinquish its jurisdiction over sound effects personnel.

Anti-Red Alliance Asks Exployers to Snub WGA

REQUEST that all Hollywood employers, including radio-tv employers, deny to Writers Guild of America "all recognition and cooperation not required by law," was made public last week by the executive committee of the Motion Picture Alliance for Preservation of American Ideals, a Hollywood group dedicated to fighting communism in the motion picture industry.

The move followed WGA failure by a three-vote margin to pass a constitutional amendment in a recent election barring from guild membership communists and unfriendly witnesses before congressional committees.

— MANUFACTURING —

WILLYS DEVELOPS FLAT TV PICTURE TUBE

Auto firm's research organization has produced for the Navy a three-inch-thick tube in contrast to the 20-inch depth of the commercial kinescope.

DEVELOPMENT of a flat, transparent television picture tube—long a goal of tv set makers—was announced last week by Willys Motors Inc., a subsidiary of Kaiser Motors Corp.

The new tv tube—only three inches thick, compared with the customary 20-in. depth of commercial kinescope—was developed for the U. S. Navy, it was announced. It will be used in Navy airplanes to feed information to pilots regarding terrain, altitude, speed, fuel level and other data, the Navy said in a separate announcement. The project is part of the Navy's aircraft instrumentation simplification program.

As tv picture tubes grew larger, the set manufacturing industry found itself confronted by longer tubes. Industry-wide application to the problem brought present 21- and 27-in. cathode ray tubes to the present 20 inches in length.

Hope for a flat tv picture screen was expressed last year by Brig. Gen. David Sarnoff, RCA chairman. Only last month, both RCA and GE demonstrated laboratory devices for amplifying light [B•T, Dec. 27, 20, 1954]. This would permit tv receivers to use a small, normally powered cathode ray tube, projected onto the flat screen with the picture brightness increased through the light amplification principle.

William Ross Aiken, Willys research director and formerly with the U. of California's Radiation Lab, is the inventor of the flat tube, the announcement said. Complete rights to the invention are held by Willys Motors, it was announced. Willys also manufactures and sells tv transmitter equipment.

The new flat tube consists of a phosphor screen sandwiched between glass plates, Willys said. It functions by electronically exciting selected areas or spots on the phosphor screen. This method was described as follows:

An electronic beam is injected along a horizontal edge of the tube. This beam flows in a field-free region along said edge of the phosphor screen and adjacent to a row of transverse deflection plates. Through control of the voltages on these deflection plates, the beam is bent vertically at any desired place along the edge of the tube. The beam then flows vertically in a second field-free region between a series of transparent deflection plates and the electrically charged phosphor screen.

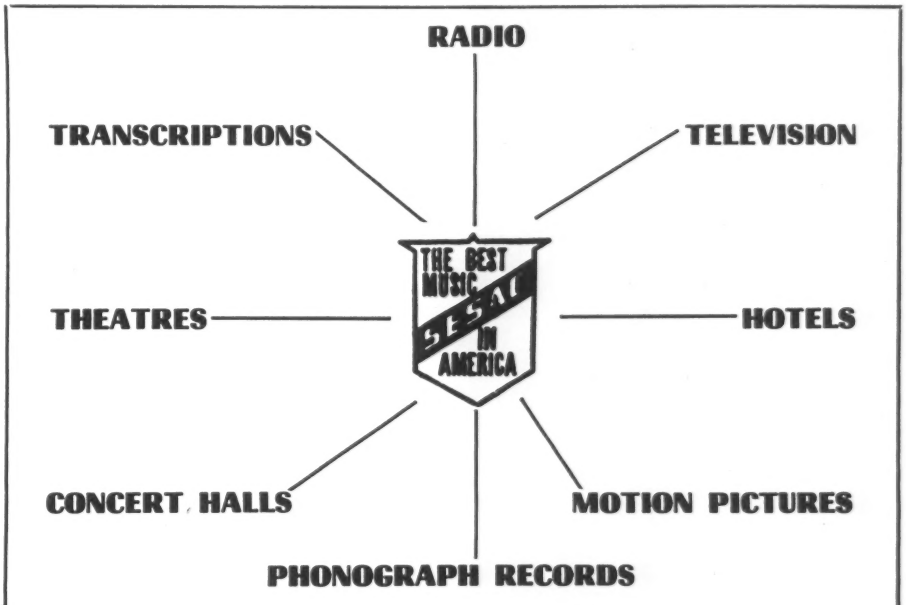
Deflection of the beam into the screen at any desired vertical level is made possible by controlling the voltages on the transparent deflection plates.

Voltages may be changed on horizontal or vertical deflection plates in a sequential manner.

The deflection system has a very powerful focusing ability which makes possible a very small spot on the phosphor screen, resulting in high definition and brightness, the announcement said.

The tube employs only electrostatic principles, Willys said.

The first tube demonstrated last week to Navy and aircraft builders at a meeting in El Segundo, Calif., had a 15-in. screen, Willys said. However, it added, its engineers have built several larger models.



SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 278 Music Publishers' Catalogs—hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE NEW YORK 17

RCA REDUCES PRICE OF 21" COLOR TUBE

RCA CUT the price of its 21-inch color tv picture tube to tv set manufacturers from $175 to $100 last Tuesday. In making the announcement, W. Walter Watts, executive vice president, RCA Electronics Products, said the 43% price reduction was "another major step initiated by RCA toward the establishment of a nation-wide color television service."

Mr. Watts said the $75 per tube cut was made possible by RCA manufacturing techniques permitting "substantial economies" in the tube's production, adding that they confirmed "the basic soundness of the round metal design developed by RCA color tube engineers."

He said RCA felt the 21-inch color tube was the "best and most economical answer" to the problem of moving color tv "off the ground and into the market." Current demand for the tubes, he said, has exceeded the supply.

RCA's hope now, he said, is that the tube price reduction would encourage its competitors to go into color tv production "promptly."

Mr. Watts observed that the decision to reduce tube prices came after a careful engineering and cost analysis of the 22-inch rectangular color picture tube which was "reported as being near the production stage." RCA, Mr. Watts said, produced the 22-inch rectangular color tube and tested it alongside the 21-inch round color tube and that "we see no advantages" in the 22-inch rectangular.

According to Mr. Watts, the 22-inch version does not produce better color, nor does it provide a larger picture, while its cost of manufacture is higher.

The 22-inch tube referred to by RCA presumably was that reported under development by CBS [CLOSED CIRCUIT, Nov. 22, 1954], but a CBS official declined to comment, saying he did not wish to protract "the argument and confusion." He said that CBS at present is continuing to manufacture its 19-inch tube and has made no plans to change.

RCA has been delivering its 21-inch tube to tv set manufacturers since last November. It provides a viewing area of 225 sq. inches, which Mr. Watts said was about 25% greater viewing area than other available color tubes.

EXCITING NEW EFFECT!
The ROTATOR Lens

For TV and Film Cameras

Now you can make your subjects walk on walls, create that rocking the boat effect, or rotate the scene 360° with this new addition to the Camart Optical FX unit. Present owners need only the Rotator Lens.

Price: $150.00

CAMART OPTICAL FX UNIT

Create from 2 to 7 identical images in rotation, from a single object. Unit is complete with four surface prism, revolving housing, and base assembly.

Price: $119.75

Additional effects prisms available. Special adapters for TV Cameras. Send for descriptive literature.

THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

Tv Dealers See '55 Black-&-White Year

EMPHASIS was on selling black-and-white television sets at this year's convention of appliance and radio-tv dealers, held in Chicago last week.

In contrast to 1954's conclave, when color television seemed to captivate the dealers' fancy —and broadcast industry executives appeared to explain forthcoming color tv programming plans—the National Appliance & Radio-Tv Dealers Assn. last week concentrated on basics: advertising and sales promotion, television service, appliance prospects, sales techniques, fair trade developments and manufacturer-distributor relationships.

Nor were dealers anywhere near as loaded with questions on color broadcasting as they were last year. The consensus seemed to be: it's up to the tv industry, broadcasters and manufacturers. The public demand for color is not yet there.

The only regularly scheduled session on tinted television at last week's three-day meet in Chicago's Conrad Hilton Hotel (Sunday through Tuesday) was a talk by Mort Farr, NARDA board chairman and past president, from Upper Darby, Pa. He asserted the approach to color tv should be an industry problem. Dealers are ready now, he said, but not other segments of industry. He urged dealers to sell "what you have now in black-an-white."

David J. Hopkins, sales director, CBS-Columbia, described televison as the "greatest demand item in the history of American industry" and yet the customer is "being offered a discount almost as soon as he enters the store." He called for aggressive dealer merchandising to strengthen the American distribution system, utilizing all media.

W. L. Parkinson, product service manager, Electronics Div., General Electric Co., explained his company's new warranty-service plan for radio introduced last June 1 and covering labor as well as repair parts. He reported GE is very gratified with the plan and its results: (1) radio sales have increased substantially and (2) complaints have decreased. He scored reports that GE has instituted a similar plan for television and said it has no intention of doing so "in the foreseeable future." Labor is still excluded in the factory 90-day warranty, he said, noting that service on radio receivers has been a "very minor consideration."

New Line of High-Power Vhf Antennas Announced by GE

GENERAL ELECTRIC Co. announced Friday a new line of 13 high-power batwing vhf antennas for use by low and high channel stations.

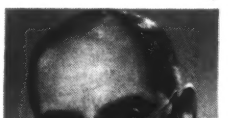
Paul L. Chamberlain, GE general manager of broadcast equipment, said the new antenna line—type 50, 60 and 70—uses seven-eighth-inch styroflex feed lines, improved juction boxes and new techniques in cable grounding for high power capability and reliability. A built-in greater safety factor, he said, will reduce maintenance cost. Another improvement, he said, is a better voltage standing wave ratio. The antennas use a standard type steel mast which can withstand 50 pounds per square foot of wind pressure, equivalent to an actual wind velocity of 112 miles per hour.

Coming Out for Color

OVERFLOW crowd of more than 450 persons was attracted to the RCA Exhibition Hall last Monday night for what NBC-TV hailed as the "public debut in New York of large-screen color television." The crowd gathered to view NBC-TV's 90-minute color spectacular, "Yellow Jack" (see IN REVIEW, page 14) on six 21-inch RCA color sets placed strategically on the main floor and in the Johnny Victor Theater on the lower level. The picture on the big screens, according to NBC-TV, was "clearly visible" for 75 feet.

CBS Names Louis Hausman Special Assignments V. P.

LOUIS HAUSMAN, with CBS since 1940 and for the past 20 months vice president of CBS-Columbia, the company's receiver manufacturing division, last week was named to the CBS Inc. corporate staff as vice president to work on special assignments.



MR. HAUSMAN

Dr. Frank Stanton, president of CBS Inc., announced the appointment, which became effective last Monday. The nature of the "special assignments" was not disclosed. It was understood that no successor to Mr. Hausman at CBS-Columbia will be appointed, at least for the present.

Mr. Hausman was named an administrative vice president of CBS Radio in 1951 when the company's radio and television operations were separated and served in that capacity until his

1-2 sales punch
in WESTERN MONTANA

MISSOULA, MONTANA

transfer to CBS-Columbia. He was manager of the CBS sales promotions presentation division from 1940 to 1947, became associate director of advertising and sales promotion in 1947 and was elevated to director of the department in 1949. In 1950 he was elected vice president in charge of advertising and sales promotion.

Before joining CBS he was in sales promotion and advertising for the American Safety Razor Corp. and was manager of sales promotion and advertising of Remington-Rand Inc.

McManigal, Mickle Elected V. P.'s of Westinghouse Intl.

ELECTIONS of R. D. McManigal as vice president in charge of sales for Westinghouse Electric International Co. and J. D. Mickle as vice president of Westinghouse Electric Co. of Brazil were announced last week by W. E. Knox, president of Westinghouse International.

Mr. McManigal has been a vice president of the company since 1945. Before being named to his new post, which places him in charge of all product sales and project activities for the company, he was in charge of foreign licensing and other relations with associated companies.

Emerson Sales at New High But Profits Down From '53

ALL-TIME RECORD of $80,559,994 net sales was established by Emerson Radio & Phonograph Corp., its subsidiaries, divisions and affiliates for the fiscal year ended Oct. 31, 1954, it was announced last week by Benjamin Abrams, president, in making public Emerson's annual report to stockholders. Net profits, however, were below the 1953 level.

Sales in 1954 were nearly $5 million more than the previous high recorded during the fiscal year ended Oct. 31, 1953, when sales totaled $75,926,546. Emerson's net worth reached the all-time high of $20,447,485, compared to the previous high of $19,718,053 attained in 1953.

Mr. Abrams reported that consolidated income from the 1954 fiscal year amounted to $3,449,209 before federal taxes, as compared with $6,499,485 for 1953, and consolidated net income, after taxes, was $1,884,976, as against $2,988,432 for the 1953 fiscal year. Mr. Abrams explained lower profits in 1954 by pointing out that the year was typified by "the keenest competition" ever experienced by the tv receiver industry, and the company accordingly had to lower prices.

Clarke Instruments Renames

NEMS-CLARKE Inc. is the new name of the broadcast equipment manufacturing company formerly known as Clarke Instruments. The firm is located at 919 Jesup-Blair Drive, Silver Spring, Md.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Allen B. DuMont Labs KUTV (TV) Salt Lake City	25 kw	tv (ch. 2)	power increase
Radio Corp. of America KLOR (TV) Portland, Ore.	25 kw	tv (ch. 12)	new station

OTHER EQUIPMENT: RCA also reported shipments of a 12½ kw amplifier to WKOW-TV Madison, Wis. (ch. 27), and three vidicon film cameras to WFIL-TV Philadelphia (ch. 6). DuMont reported shipment of a monochrome Multi-scanner and studio equipment to KLOR (TV) Portland. General Electric Co. has shipped a 35 kw amplifier to KGBT-TV Harlingen, Tex. (ch. 4); a 12 kw amplifier to KSAN-TV San Francisco (ch. 32), and had received an order for a 35 kw amplifier for WRBL-TV Columbus, Ga. (ch. 4), the firm announced.

ALTEC LANSING

"Lipstik"

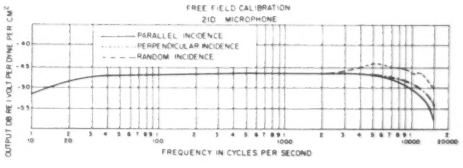
MICROPHONE

ACTUAL SIZE

MINUTE IN SIZE
MAMMOTH IN PERFORMANCE
MAGNIFICENT IN QUALITY
UNIQUE IN VERSATILITY

These are the qualities that set ALTEC'S new "LIPSTIK" apart from all other microphones.

The "LIPSTIK" is the answer to the universal demand for a microphone small in size (⅝" in diameter and 3" long)—versatile in use (equally efficient for use on a stand, in the hand or clipped to the lapel)—superb in quality (see the incomparable frequency response which is unconditionally guaranteed).



This microphone response curve is in agreement with measurements made by General Radio Company and other major acoustical laboratories.

Order as an M-20 system, which includes the 21D microphone — 165A base — P525A power supply, and all attachments.

ALTEC LANSING CORPORATION

Distributed by Graybar

A SOUND REPUTATION SECOND TO NONE

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, N.Y.

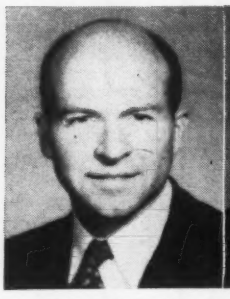
Reeves Soundcraft Elects Rogers, Clapper, Deacy

FRANK B. ROGERS Jr., vice president of Reeves Soundcraft Corp., New York, has been elected executive vice president in charge of Soundcraft operations, it was announced last week by Hazard E. Reeves, president and chairman of the board of directors. Before joining Reeves in 1951, Mr. Rogers was vice president of Ampro Corp.

MR. ROGERS

Mr. Reeves also announced the promotion of two other executives:

Homer W. Clapper, president, Bergen Wire Rope, a subsidiary of Soundcraft, has been elected executive vice president of Soundcraft in charge of the Bergen division. He joined the firm in 1951 as vice president in charge of manufacturing and in 1954 was named Bergen president.



MR. CLAPPER

MR. DEACY

Election of William H. Deacy as Soundcraft vice president in charge of sales engineering also was announced by Mr. Reeves. Mr. Deacy has been with the organization since 1952 as a sales engineer.

Mexico City Tv Purchases Intl. Standard Transmitter

CONTRACT has been signed by Romulo O'Farrill and Emilio Azcarraga, Mexican radio-tv operators, with International Standard Electric Corp., New York, for the purchase of a 7.5 kw television transmitter to be installed about 35 miles south of Mexico City. Equipment will be manufactured by Federal Telecommunications Labs, Nutley, N. J., a division of International Telephone & Telegraph Corp. International Standard is a subsidiary of IT&T.

Television programs, originating at XHTV (TV) Mexico City, will be beamed to the transmitter by a microwave radio relay link and retransmitted to the south, southeast and southwest. It is expected the tv coverage will extend completely across Mexico.

The transmitter will be about 14,000 feet above sea level. Special antenna equipment is being designed for the installation. The transmitter is scheduled to go into operation during the early part of this year.

Gates Radio Co. Develops New Three-Speed Turntable

GATES RADIO CO., Quincy, Ill., announces production for broadcast use of a new three-speed turntable which controls all three speeds plus motor starting with one flip-type lever. Increased torque is developed through heavy duty, synchronous motor that operates drive arrangement so timing is accurate and slippage practically eliminated, Gates reports. Size of unit is 21¼ inches square.

MANUFACTURING SHORTS

Minnesota Mining & Mfg. Co., St. Paul, has released eight-page, two-color booklet describing "Scotch" brand "Extra Play" magnetic tape No. 190, discussing such points as playing time, tape strength, reel sizes, recorder settings and performance characteristics, available on request from firm, Dept. M5-2, St. Paul.

Allen B. DuMont Labs, tv transmitter dept., Clifton, N. J., has available new redesigned "Tel-Eye," unit for sending closed-circuit tv pictures by cable to screens of standard tv receivers.

General Electric Co., tube dept., Schenectady, N. Y., has available new 40-page designer's booklet (ETD-985) on cathode ray tubes for industrial and military applications, providing data on 24 standard GE tube types, including those used in oscilloscopes, radar indicators, industrial tv and tv studio monitors.

Allied Radio Corp., Chicago, has available two-color, illustrated booklet "This Is High Fidelity," explaining in non-technical terms functions of basic units used in home hi-fi music systems.

Alden Electronic & Impulse Recording Equipment Co., Westboro, Mass., has developed laboratory experiment recorder, Alden 30-Channel Fact Finder, designed for engineers, chemists, psysicists, researchers, experimentors and lab technicians to monitor up to 30 phases of experiment and have simultaneous recordings of activities on one paper, allowing entire 30 to be seen at once to provide instant visual comparisons at actual time of occurence, according to company.

Cinema Engineering Co., div. of Aerovox Corp., Burbank, Calif., is producing new variable high and low frequency filter, Type 7052, incorporating four-stage amplifier with R-C interstage coupling network, for elimination of act noises, arc rumbles, whistles and other unwanted noises in sound reproduction.

Hallicrafters Co., Chicago, reports profits of $104,294 on sales of $6,420,537 for first quarter of new fiscal year ended Nov. 30. Total of 825,000 shares of company's stock is outstanding.

Emerson Radio & Phonograph Corp., N. Y., has declared quarterly cash dividend of 10 cents per share and extra dividend of 5 cents per share on 1,935,667 shares outstanding, paid Jan. 14 to stockholders of record Jan. 4.

Raytheon Mfg. Co., Waltham, Mass., has released 8-page brochure describing company's KTR-100A tv microwave relay equipment, obtainable by writing firm for Bulletin 3-110, Dept. 6130, 100 River St., Waltham.

Quam-Nichols Co., Chicago, announces new speaker, Quam Little Four, designed to meet space and cost considerations of serviceman. Permanent magnet speaker (Model 4A06) is of shallow construction and permits installation in any radio or tv set, according to company.

MANUFACTURING PEOPLE

Kimball A. Reyher, radio specialist, Westinghouse Electric tv-radio div., Metuchen, N. J., appointed radio merchandise manager.

Wolfram J. Dochtermann, formerly production supervisor, United Film & Recording Studios, Chicago, appointed manager, professional services div., Voice and Vision Inc. (technical aid, service and equipment), same city.

Kay Ashton-Stevens, formerly program advisor, WBBM-TV Chicago, to Zenith Radio Corp., same city, handling special public relations and advertising assignments.

Philip J. McFarland, Boston attorney, appointed assistant patent counsel, CBS-Hytron, Danvers, Mass.

Robert A. Seidel, executive vice president in charge of consumer products, RCA, N. Y., appointed co-chairman, radio, tv and phono div., Father's Day Council.

Frank A. D. Andrea, president, Andrea Radio Corp., Long Island City, N. Y., named co-chairman, Long Island business div. of 1955 cancer fund drive.

GATES

Your One Source For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N.W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N.W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

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ECASTING

'OPEN' GE PREVIEW TELECAST

OPEN rather than the closed-circuit method of dealer education was tried out at WBNS-TV Columbus, Ohio, when dealers and homemakers in the station's coverage area watched a sneak preview of General Electric's 1955 appliance line. The hour-and-a-half morning program featured a full demonstration of the newest GE kitchen items. Two weeks before the show, some 200 invitations were sent to GE dealers calling attention to the show.

KMTV (TV) FOOTBALL PROGRAM

SWIFT work schedule and close cooperation and timing allowed KMTV (TV) Omaha to air Jan. 2 a special program of four football bowl games in which Nebraska teams participated. Less than 17 hours after completion of the final game, KMTV carried the filmed highlights of Omaha U. in the Tangerine Bowl; Nebraska U. in the Orange Bowl; Lincoln Midgets in the Santa Claus Bowl, and Hastings College in the Mineral Bowl. The program began at 2:30 p.m. Omaha time, 90 minutes after more than 1,700 feet of the Tangerine Bowl film arrived from Orlando. A seven-man team of photographers and film editors processed most of the film before air time, with part of it being delivered to the projectionist as the show was in progress.

KONO RELIGIOUS BROADCASTS

IN CULMINATING the Marian Year ending last Dec. 8, KONO San Antonio broadcast a nine-day Novena in Honor of Our Sorrowful Mother from St. Mary's Catholic Church in downtown San Antonio. KONO broadcast the observance, consisting of a daily sermon and the Novena Prayers, for the benefit of shut-ins and others unable to attend the services. The station reports receiving numerous calls, letters and personal visits from persons expressing thanks for carrying the religious program.

'STATION OF THE WEEK'

ADVERTISERS and agencies are receiving "station of the week" sheets from the George P. Hollingbery Co. (representatives) which each week feature a different Hollingbery radio and tv station with their success stories and pertinent information about them.

KSOO FILE FOLDER

KSOO Sioux Falls, S. D., has prepared a file folder containing an outline of merchandising and promotion offered advertisers purchasing a schedule on the station. The folder includes success stories of clients using KSOO, population and general market information, a coverage map and pictures of the station's personalities. It also contains pockets to insert current market, program, merchandising and promotion information as it becomes available. Any agency or advertiser will be sent the folder on request to George R. Hahn, general manager of the station.

LORD FROTHINGSLOSH

KDKA Pittsburgh and its disc m.c.-personality Rege Cordic believe they perhaps have in their Olde Frothingslosh Pale Stale Ale, brewed by Lord Cecil Frothingslosh, the first product to be extensively advertised for a year before it was produced. Mr. Cordic, who has about 20 voice characters on his program, introduced Lord Frothingslosh to his listeners about a year ago in a burlesque of a BBC commercial (if BBC permits them). After watching the interest shown in the fictional ale, the Pittsburgh Brewing Co., a KDKA advertiser, and its agency, Smith, Jenkins & Taylor, introduced the beverage as a holiday promotion. Several hundred cases were bottled, using Tech Pilsener Beer, advertised on Mr. Cordic's programs, and sent to persons normally receiving holiday cases of beer from the brewery or agency. The promotion proved highly successful, KDKA reports, with eating and drinking establishments and individuals swamping the brewery with orders and suggestions to make the drink a permanent product.

KMOX AND HPL

ELABORATE 30-page brochure has been sent to agencies and advertisers by KMOX St. Louis explaining the Housewives' Protective League. The booklet contains information on the league's purpose and opportunities, results of advertisers using the plan and response from consumers who have bought its products.

'FIRST BABY'

WELM Elmira, N. Y., conducted a "First Baby" contest for the New Year and scored first in the nation with a set of girl twins. At five seconds after midnight Jan. 1, Mrs. John Peters of Vestal, N. Y., gave birth to a girl and delivered another at three minutes past. Mrs. Peters received gifts from nine local merchants who backed the contest and Toni Co., who confirmed the babies were the first set of girl twins in the country. The contest was publicized with 60 announcements between Christmas and New Year's and the winner was announced on a WELM all-night show at five minutes into 1955. A 15-minute tape interview with Mrs. Peters was also made later New Year's Day. Mrs. Anthony Berbery of Elmira, second in the contest with a birth at two minutes past midnight, received a bouquet of roses from the station.

WGAL-TV BROCHURE

WGAL-TV Lancaster, Pa., has distributed a colorful brochure listing the county coverage area of the station, newspapers carrying its line-up and community antenna systems carrying its programs. WGAL-TV has itself listed as covering 37 counties in Pennsylvania, Mary-

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX • NOVA SCOTIA
Joseph Weed & Company
579 Fifth Ave., New York
Representative
5000 WATTS

WHERE CLEAR-CUT REPRODUCTION REALLY COUNTS

you'll find the

TURNER 80

STUDIO CONTROL ROOM AT WMT-TV, CBS IN EASTERN IOWA

There's no room for garbled or misunderstood directions here. That's why WMT-TV chooses the Turner 80 in its control rooms. This small, convenient microphone has a Bimorph moisture-sealed crystal, mechanical and shock proofed to deliver true and clear reproduction every time.

A good example of versatility . . .

The Turner 80's styling, compactness, convenience and performance make it one of the most versatile microphones available. It's non-directional with a response of 80-7000 cps, sensitivity around —54 db. Count the many uses for intercom microphones in your Broadcasting or Telecasting organization. That's the number of times the Turner 80 can work for you.

Model 80. List Price $15.95

THE TURNER COMPANY

936 17th Street NE,
Cedar Rapids, Iowa

land and Delaware; as having 21 daily and four Sunday editions and three editions of *Tv Guide* carrying its program listings, and 19 community antenna systems carrying its programs.

DICK NESBITT BROCHURE

TO ANNOUNCE the appointment of Dick Nesbitt as sports director, KSTP-AM-TV Minneapolis-St. Paul distributed a brochure headlined "Recognize These Stars From the World of Sports?" and carrying a gallery of famous athletes. "Dick Nesbitt knows them all" the announcement continues, explaining his association with them and his own sports career, mainly football. Mr. Nesbitt played for Drake U. and later in the same backfield with Red Grange and Bronko Nagurski with the professional Chicago Bears.

'NAT'L TV SERVICEMEN'S WEEK'

RCA TUBE DIV. has announced a special promotion by RCA of "National Television Servicemen's Week" to be held March 7-12, as a salute to radio and tv dealers and service technicians. Independent parts distributors selling RCA tubes will advertise the week locally through various media. RCA is promoting the week through trade and consumer press as well as on national radio and tv. At the same time, RCA has sent a script package of one-minute, 30-second and 15-minute radio and tv spots for local promotion by dealers and service technicians. To the dealer with the most "original and interesting participation" in the merchandising program, RCA is presenting a special award, $1,337 worth of RCA test equipment for color tv servicing.

Station Authorizations, Applications

(As Compiled by B • T)

January 6 through January 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Dec. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,649	533	126
CPs on air	20	20	†313
CPs not on air	105	7	137
Total on air	2,669	552	439
Total authorized	2,774	559	576
Applications in hearing	137	2	167
New station requests	172	8	19
New station bids in hearing	76	0	151
Facilities change requests	134	12	33
Total applications pending	721	79	193
Licenses deleted in Dec.	0	0	0
CPs deleted in Dec.	15	1	5

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Jan. 12

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,683	2,653	121	174	76
Fm	556	536	24	8	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	269	316	585
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	298	114	412
Noncommercial on air	7	3	10

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	945	337	730	533	1,264[2]
Educational	56		28	28	56
Total	1,001	337	758	561	1,320[2]

[1] **One hundred-twenty-two CPs (21 vhf, 101 uhf) have been deleted.**
[2] **One applicant did not specify channel.**
[3] **Includes 33 already granted.**
[4] **Includes 618 already granted.**

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Jonesboro, Ark.—Regional Bcstg. Co. granted vhf ch. 8 (180-186 mc); ERP 11.7 kw visual, 7.08 kw aural; antenna height above average terrain 200 ft., above ground 337 ft. Estimated construction cost $100,000, first year operating cost $120,000, revenue $140,000. Post office address Harold E. King, P. O. Box 794, Jonesboro, Ark. Studio and transmitter location Jonesboro, Ark. Geographic coordinates 35° 50′ 52″ N. Lat., 90° 39′ 51″ W. Long. Transmitter and antenna RCA. Consulting engineer Gary O. Sandstedt, Kansas City, Mo. Principals include co-owners **Harold** and **Helen King.** Applicant is licensee of KBTM-AM-FM there. Granted Jan. 12.

APPLICATION

Watertown, S. D.—Tri-City Tv Corp., vhf ch. 3 (60-66 mc); ERP 100 kw visual, 51.8 kw aural; antenna height above average terrain 278 ft., above ground 406 ft. Estimated construction cost $345,137, first year operating cost $135,500, revenue $215,000. Post office address % Alan L. Austin, Way-Penney Building, Watertown. Studio and transmitter location on Hwy. 81, 1.3 miles S of Hwy. 212. Geographic coordinates 44° 52′ 14″ N. Lat., 97° 06′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include **Midland National Life Ins. Co.** (95.9%), owner of KWAT Watertown; Vice Pres. **Robert D. Lusk** (4%), publisher of *Huron* (S. D.) *Daily Plainsman;* Pres. **John W. Ehrstrom;** Vice Pres. **Ross E. Case,** and Sec. **Alan L. Austin.** Filed Jan. 11.

Existing Tv Stations . . .

ACTIONS BY FCC

WDAN-TV Danville, Ill.—Northwestern Pub. Co. granted mod. of CP for ch. 24 to change ERP to 13.2 kw visual and 7.1 kw aural. Granted Jan. 6; announced Jan. 11.

KCRG-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co. granted mod. of CP for ch. 9 to change studio location to First Ave. & First St., S.W.; transmitter location to 2.5 miles N of city limits on State Hwy. 150; change ERP to 316 kw visual and 158 kw aural. Granted Jan. 6; announced Jan. 11.

KEYD-TV Minneapolis, Minn.—Family Bcstg. Corp. granted STA to operate commercially on ch. 9 for the period ending Feb. 10. Granted Jan. 5; announced Jan. 11.

WSJS-TV Winston-Salem, N. C.—Triangle Bcstg. Corp. granted mod. of CP for ch. 12 to change ERP to 316 kw visual, 158 kw aural, change transmitter location to Sauratown Mt., approximately 7 miles N of town of King; antenna height above average terrain 2,000 ft. Granted Jan. 4; announced Jan. 11.

WGBI-TV Scranton, Pa.—Scranton Bcstrs. Inc. seeks mod. of CP for ch. 22 to change ERP to 1,000 kw visual, 545.8 kw aural; antenna height above average terrain 1,170 ft. Filed Jan. 11.

WUNC-TV Chapel Hill, N. C.—U. of N. C. granted STA to operate noncommercial educational ch. 4 for the period ending April 6. Granted Jan. 5; announced Jan. 11.

WMBV-TV Marinette, Wis.—M & M Bcstg. Co. granted mod. of CP for ch. 11 to change ERP to 236.9 kw visual and 132.7 kw aural. Granted Jan. 7; announced Jan. 11.

STATIONS DELETED

KETV (TV) Little Rock, Ark.—Great Plains Tv Properties of Ark. Inc. FCC deleted tv station on ch. 23 at request of permittee. Deleted Jan. 7; announced Jan. 11.

KFAZ (TV) Monroe, La.—Delta Television Inc. FCC deleted tv station on ch. 43 for lack of prosecution. Deleted Jan. 6.

KCTV (TV) Sioux City, Iowa—Great Plains Tv Properties of Iowa Inc. FCC deleted tv station on ch. 36 at request of permittee. Deleted Jan. 7; announced Jan. 11.

TAPE DUPLICATION
Unrivalled capacity, fast complete service. Multiple destination mailings. Experienced engineers—Ampex installations assure quality.
RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue Camden, N. J.
Cam.: WO 3-3000 • Phila.: WA 2-4649

APPLICATIONS

WRBL-TV Columbus, Ga.—Columbia Bcstg. Co. seeks mod. of CP for ch. 4 to change ERP to 100 kw visual, 70 kw aural; change transmitter location to Crawford Rd., Route 80, 3½ miles W of Phenix City, Ala.; antenna height above average terrain 660 ft. Filed Jan. 11.

WABI-TV Bangor, Me.—Community Telecasting Service seeks mod. of CP for ch. 5 to change studio location to Route #1, Hampden, Me. Filed Jan. 10.

WKBN-TV Youngstown, Ohio—WKBN Bcstg. Corp. seeks mod. of CP for ch. 27 to change ERP to 93.6 kw visual and 41.8 kw aural. Filed Jan. 11.

KGEO-TV Enid, Okla.—Streets Electronics Inc. seeks mod. of CP for ch. 5 to change transmitter location to Rural Area, 6 miles WNW of Cresent, Okla.; antenna height above average terrain 1,386 ft. Filed Jan. 11.

WFRV-TV Green Bay, Wis.—Valley Telecasting Co. seeks mod. of CP for ch. 5 to change aural ERP to 50 kw; studio location to Scray's Hill, 4 miles E of DePere, Wis.; antenna height above average terrain 463 ft. Filed Jan. 10.

New Am Stations . . .

APPLICATIONS

Seaford, Del.—Elizabeth Evans & W. Courtney Evans, 1320 kc, 1 kw daytime. Post office address P. O. Box 144, Frankford, Del. Estimated construction cost $17,659, first year operating cost $26,000, revenue $53,000. Principals included in equal partnership are **W. Courtney Evans,** former licensee of KMMO Marshall, Mo., and WDOV Dover, Del., and his wife **Elizabeth Evans,** former licensee of WMRA Myrtle Beach, S. C. Filed Jan. 10.

Roanoke, Va. — Cy Blumenthal, George A. Crump, William B. Davis & Armand Kovitz d/b as Southwestern Va. Bcstrs. Inc., 1050 kc, 1 kw daytime. Post office address % Cy Blumenthal, 5232 Lee Hwy., Arlington, Va. Estimated construction cost $19,749, first year operating cost $35,000, revenue $53,000. Principals in partnership include **Cy Blumenthal** (55%), owner WCMS Norfolk, and 35% stockholder WCAN-AM-TV Milwaukee; **William E. Davis** (15%), manager WCMS; **George A. Crump** (15%), manager WARL Arlington, Va., and **Armand Kovitz** (15%), assistant manager WARL. Filed Jan. 10.

APPLICATIONS AMENDED

Henryetta, Okla.—J. Leland Gourley, Lloyd W. Simpson & Charles E. Engleman d/b as Henryetta Radio Co. amend bid for new am station on 1360 kc 500 w daytime to specify 1590 kc. Filed Jan. 4.

Carthage, Tex.—Thomas F. Alford & F. E. Barr d/b as Carthage Bcstg. Co. amend bid for new am station on 1260 kc 1 kw daytime to specify 1590 kc. Filed Jan. 6.

Existing Am Stations . . .

ACTIONS BY FCC

WOCH North Vernon, Ind.—Dorrell Ochs granted mod. of CP to change studio location to on U. S. Hwy. 50, 0.7 mile SW of North Vernon. Granted Jan. 7; announced Jan. 11.

WESO Southbridge, Mass.—WESO Inc. granted mod. of CP to change transmitter location to studio location on Dudley Hill Rd., Southbridge. Granted Jan. 6; announced Jan. 11.

APPLICATIONS

KHUM Eureka, Calif. — Carroll R. Hauser amends bid for CP to change from 1240 kc 250 w to 980 kc 5 kw, directional night to specify 500 w night. Filed Jan. 10.

WAMY Amory, Miss.—Charles C. Boren Jr. seeks mod. of CP to change from 1580 kc 5 kw daytime to 1340 kc 250 w unlimited. Filed Jan. 10.

Existing Fm Stations . . .

ACTIONS BY FCC

WCTA-FM Andalusia, Ala.—Andalusia Bcstg. Co. granted CP to change ERP to 10 w; antenna height above average terrain 200 ft. Granted Jan. 5; announced Jan. 11.

KTYL-FM Mesa, Ariz.—Harkins Bcstg. Inc. granted CP to change ERP to 16 kw; antenna height above average terrain 140 ft. Granted Jan. 5; announced Jan. 11.

March 21-24

The Radio-Electronic

SPECTACULAR

of 1955!

See! Hear!

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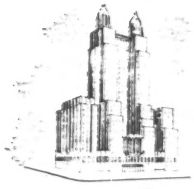
National Convention

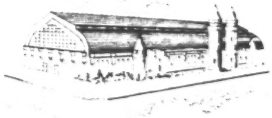


and

Radio

Engineering Show

At both the Waldorf-Astoria (convention headquarters) and Kingsbridge Armory, you'll attend what actually amounts to 22 conventions fused into one. Hundreds of scientific and engineering papers will be presented during the many technical sessions, a large number of which are organized by I R E professional groups. You'll meet with the industry's leaders—enjoy the finest meeting and recreational facilities in New York.



At the Kingsbridge Armory and Kingsbridge Palace, you'll walk through a vast panorama of over 700 exhibits, displaying the latest and the newest in radio-electronics. You'll talk shop with the industry's top manufacturers—enjoy the conveniences provided for you in the world's finest exhibition halls, easily reached by subway and special bus service.

Admission by registration only. $1.00 for I R E members, $3.00 for non-members. Social events extra.

The Institute of Radio Engineers

1 East 79 Street, New York

Ownership Changes . . .

ACTIONS BY FCC

WPNX Phenix City, Ala.; Columbus Ga.—Community Bcstg. Co. granted voluntary acquisition of control by Roy M. Greene through transfer of 25% interest from his father Virgil R. Greene. Roy Greene will now own 53⅓%; Virgil R. Green will now own 13⅓%. Granted Jan. 6; announced Jan. 11.

KYOS Merced, Calif.—Merced Bcstg. Co. granted voluntary assignment from corporation to partnership with principals **C. O. Chatterton** and **Glenn E. McCormick** each retaining 50% interest. Granted Jan. 6; announced Jan. 11.

WEIM Fitchburg, Mass.—WEIM Fitchburg Inc. granted voluntary transfer of control to Henry G. Molina Jr. through sale of all stock for $150 and assumption of obligations. Mr. Molina is pres.-general manager of WEIM. Granted Jan. 12.

WMAS-AM-FM Springfield, Mass.—WMAS Inc. granted voluntary transfer of control from Louise F. Cheney, administratrix of the estate of Albert S. Moffatt, deceased, to corporation through sale of 60% interest for $16,431. Granted Jan. 12.

WLLH-AM-FM Lowell, Mass.—Merrimac Bcstg. Co. granted voluntary transfer of control from Louise F. Cheney, administratrix of the estate of Albert S. Moffatt, deceased, to corporation through sale of 64% interest for $8,568. Granted Jan. 12.

WESK Escanaba, Mich.—M & M Bcstg. Co. granted voluntary assignment to Northern Bcstg. Co. for $20,000. Principals include Pres. **Stanley R. Pratt** (50%), president-8% stockholder WSOO Saulte Ste. Marie, and vice president-20% stockholder WMIQ Iron Mt., both Michigan; Vice Pres. **Ann O. Pratt** (33⅓%), secretary-20% stockholder WSOO; Vice Pres. **Russell J. Staffeld** (8⅓%), general manager WMIQ, and Treas. **Richard Burnett** (8⅓%), director 0.4% stockholder WSOO. Granted Jan. 12.

WSAM-AM-FM Saginaw, Mich.—Saginaw Bcstg. Co. granted voluntary assignment to WKMH Inc. for $140,000. WKMH Inc. is operator of WKMH-AM-FM Dearborn and WKMF Flint, both in Michigan. Principals include Pres. **Frederick A. Knorr** (⅓); Vice Pres. **Harvey H. Hansen** (⅓), and Sec.-Treas. **William H. McCoy** (⅓). Principals also have an equal interest in WKHM Jackson, applicant for ch. 10 at Parma, Mich. Granted Jan. 12.

WNNJ Newton, N. J.—Simon Geller, Robert Mensel, Wm. Fairclough & Elizabeth Fairclough d/b as Sussex County Bcstrs. granted voluntary assignment to Robert Mensel, Wm. Fairclough, Simpson C. Wolfe Jr & Naomi E. Wolfe d/b as Sussex County Bcstrs. Mr. Geller sells his ⅓ interest for $13,000 to Mr. & Mrs. Wolfe, local garage owners. Granted Jan. 12.

KTVQ (TV) Oklahoma City, Okla.—Republic Tv & Radio Co. granted transfer of control from John Esau and others to Duke Duvall and John Esau, trustees in bankruptcy. Granted Jan. 4; announced Jan. 11.

KRGA Springfield, Ore.—W. Gordon Allen granted voluntary assignment of license to wholly owned corporation KRGA Inc. Granted Jan. 6; announced Jan. 11.

WMDD Fajardo, P. R.—Jose R. Madrazo & Ruben Diaz Atiles d/b as Madrazo & Diaz granted voluntary assignment to WMDD Inc. through sale of 50% interest by Mr. Atiles to Mr. Madrazo for $8,500. Mr. Madrazo will now be sole owner. Granted Jan. 12.

KCOH Houston, Tex.—Call of Houston Inc. granted transfer of control to Robert C. Meeker through sale of all stock for $86,500. Mr. Meeker is president-general manager of station. Granted Jan. 12.

WBCR Christianburg, Va.—Vernon H. Baker tr/as Montgomery Bcstg. Co. granted voluntary assignment of CP to Montgomery Bcstg. Co. No consideration involved as Mr. Baker remains as sole owner. Granted Jan. 12.

KOMO-TV Seattle, Wash.—Fisher's Blend Station Inc. granted assignment to subsidiary corporation Fisher's Tv Co. Granted Jan. 4; announced Jan. 11.

WRCO Richland Center, Wis.—Richland Bcstg. Corp. granted voluntary transfer of control to Hala B. Peebles through sale of all stock for $75,000. Hala B. Peebles is employe for local A. H. Krouskop Co. Granted Jan. 12.

APPLICATIONS

WFMH-AM-FM Cullman, Ala.—B. C. Eddins, W. N. Eddins, John Q. Eddins & L. E. Duffey d/b as The Voice of Cullman seek assignment of license to B. C. Eddins, W. N. Eddins & John Q. Eddins d/b as The Voice of Cullman through sale of 10% interest by Mr. Duffey to B. C. Eddins for $5,000. Filed Jan. 4.

KOLD Yuma, Ariz.—Maricopa Bcstrs. Inc. seeks voluntary assignment to Broadcasters Inc. for $50,000. Principals include Pres. **W. J. Hawthorne** (25.6%), ½ partner H-K Productions, Hollywood tv film firm; Vice Pres. **Van C. Newkirk** (23.1%), 30% stockholder KSDA Redding, Calif.; Vice Pres. **Norman H. Rogers** (15.4%), ⅓ owner KRNO San Bernardino; Sec. **Lyle L. Perkins** (20.5%), technician KFBK Sacramento, and Treas. **George W. Brock** (15.4%), 30% owner KRNO. Filed Jan. 6.

El Dorado, Ark.—James A. West Sr., James A. West Jr., & Paul E. Norton d/b as El Dorado Bcstg. Co. seeks voluntary assignment of license to James A. West Sr. and James A. West Jr. d/b as El Dorado Bcstg. Co. through purchase of ⅓ interest of Mr. Norton for $5,000. Filed Jan. 10.

WPFA Pensacola, Fla.—Charles W. Lamar Jr., John Burk, G. C. Barnard & F. E. Busby d/b as WPFA Bcstg. Co. seeks voluntary assignment of CP to Charles Lamar Jr. through purchase of 32% interest for $120. Mr. Lamar will now be sole owner. Filed Jan. 4.

WSBT-AM-TV South Bend, Ind.—The South Bend Tribune seeks involuntary transfer of control to Franklin D. Schurz, executor of the estate of F. A. Miller (52.3%), deceased. Filed Jan. 8.

WARE Ware, Mass.—Central Bcstg. Corp. seeks voluntary transfer of control from H. Scott Killgore to wholly owned company Tele-Broadcasters Inc. Filed Jan. 6.

WKXL Concord, N. H.—Capitol Bcstg. Corp. seeks voluntary transfer of control from H. Scott Killgore to wholly owned company Tele-Broadcasters Inc. Filed Jan. 6.

WOAI-AM-TV San Antonio, Tex.—Southland Industries Inc. seeks voluntary transfer of control to Hugh A. L. Halff and others through transfer of 93.7% interest under will of G. A. C. Halff, deceased. Mr. Hugh Halff will now own 14% and as trustee for Hugh A. L. Halff 46.8%. Five other stockholders will each own 7.8% interest. Filed Jan. 7.

Other Actions . . .

FINAL DECISION

Providence, R. I.—Ch. 12. The Commission announced its decision making effective immediately its Sept. 3, 1953, grant to Cherry & Webb Bcstg. Co. for a new tv station on ch. 12 in Providence, R. I., and its Sept. 23, 1953, grant of special temporary authority for that station to operate on an interim basis and terminated its Oct. 7, 1953, stay of those grants as a result of protest by ch. 16 of Rhode Island Inc., WNET (TV) Providence. Comr. Bartley dissented. Action Jan. 5.

INITIAL DECISIONS

Hastings, Neb.—New tv ch. 5. FCC Hearing Examiner Charles J. Frederick issued initial decision looking toward grant of the application of The Seaton Pub. Co. for a construction permit for new tv station on ch. 5 in Hastings, Neb. Action Jan. 6.

Knoxville, Tenn.—New tv, ch. 10. FCC Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of WBIR for a construction permit for a new tv station on ch. 10 in Knoxville, Tenn., and denial of the competing applications of Scripps-Howard Radio Inc., and Tennessee Television Inc., for the same facilities. Action Jan. 10.

Routine Roundup . . .

January 6 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on Jan. 4

Chief Broadcast Bureau—Granted petition for an extension of time to Jan. 5 to file a response to a "Petition for Leave to Dismiss" filed by Sherwood J. Tarlow, Newburyport, Mass., on Dec. 1 (Docket 11142, BP-9120).

By Hearing Examiner Basil P. Cooper on Jan.

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted motion for continuance of hearing in Docket 11100, BP-9139 from Jan. 11 until 30 days after the Commission has acted on the petition for reconsideration and grant without hearing filed Dec. 20.

By Hearing Examiner J. D. Bond on Jan.

Ordered prehearing conference on Jan. 19 at 4:00 p.m. for the consideration of applications of Harold M. Gade, Eatontown, N. J. (Docket 11124, BP-9096) and Monmouth County Bcstrs., Long Branch, N. J. (Docket 11125, BP-9231).

By Hearing Examiner James D. Cunningham Jan. 4

WWBZ Vineland, N. J., Community Bcstg. Service Inc. Chief Broadcast Bureau—Granted amended petition of WWBZ and request of the Chief Broadcast Bureau for corrections in various respects to the transcript of hearing in re application for Renewal of License of WWBZ (Docket 10133; BR-1435).

By Hearing Examiner Herbert Sharfman on Jan.

WICU (TV) Erie, Pa., Dispatch Inc.—Granted oral request for continuance of hearing re application for renewal of license of WICU from Jan. 4 to Jan. 18 (Docket 11048; BRCT-42).

By Hearing Examiner Annie Neal Huntting Jan. 3

Ordered prehearing conference on Jan. 28 at 10:00 a.m. for the consideration of applications of Border Bcstrs. Inc., Laredo, Tex., John F. Thorwald, Harlingen, Tex., Hale Schaleben & Van N. Culpepper, Raymondville, Tex. (Dockets 11119 to 11121; BP-8947, 9042, 9166).

January 7 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

KBIG Avalon, Calif., John Poole Bcstg. Co.—Granted petition for an extension of time to and including Jan. 13 within which replies may be filed to petition of Chief Broadcast Bureau re his comments filed Dec. 27 (Docket 10536). Action Jan. 5.

Chief Broadcast Bureau—Granted petition for an extension of time to and including Jan. 11 within which exceptions may be filed to Initial Decision in re applications of The Brush-Moore Newspapers Inc., et al. for ch. 29 in Canton, Ohio (Dockets 10272, et al.). Action Jan. 6.

By Hearing Examiner William G. Butts

Paducah, Ky., Columbia Amusement Co.; Paducah Newspapers Inc.—Granted joint motion for extension of time to Jan. 20 to file proposed findings in its direct case; adverse findings concerning competing applicant's case and conclusions of law not later than Feb. 10, and replies to proposed findings not later than Feb. 25. The Broadcast Bureau has leave to file appropriate findings and replies within the time specified, re applications for ch. 6 (Dockets 10875-76). Action Jan. 5.

Mildred V. Ernst, Thermopolis Bcstg. Co. Thermopolis, Wyo.—Ordered that a conference shall be held Jan. 14 for the purpose of considering the matters specified in Sec. 1.813 of the Commission's rules, and that the parties and their attorneys shall appear at the time and place specified re am applications (Dockets 11128-31). Action Jan. 6.

By Hearing Examiner Isadore A. Honig on Jan.

Omaha, Neb., KFAB Bcstg. Co.; Herald Corp.—Granted motion of KFAB for extension of time from Jan. 10 to Jan. 14 in which to file proposed findings re ch. 7 (Dockets 9009, 10909), and the time for all parties to file replies is extended

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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from Jan. 25 to Jan. 31; further ordered, on the Examiner's own motion, in accordance with permission previously granted parties for contemporaneous filing of proposed findings and corrections to transcript, that the time for filing proposed corrections to transcript by all parties is extended from Jan. 10 to Jan. 14.

By Hearing Examiner Elizabeth C. Smith on Jan. 7

Price, Utah, Carbon Emery Bcstg. Co.—Ordered that all parties to proceeding in re am application (Docket 10739), shall appear at a pre-hearing conference on Jan. 13.

By Hearing Examiner William G. Butts on Jan. 7

Radio Services of Wellsville, Wellsville, N. Y.—Ordered that a conference shall be held Jan. 13 in re am application (Docket 11186), and that the parties or their attorneys shall appear at the time and place specified.

WONN Lakeland, Fla., Coastal Bcstg. Co.—Ordered that a conference shall be held Jan. 12 in re am application (Docket 11145), and that the parties or their attorneys shall appear at the time and place specified.

January 7 Applications

ACCEPTED FOR FILING

Modification of License

WKRG Mobile, Ala., Kenneth R. Giddens, Shirley Rester and T. J. Rester Jr., d/b as Giddens and Rester Radio—Modification of license to change name to Kenneth R. Giddens, Shirley Rester Konrad and T. J. Rester Jr., a partnership d/b as Giddens & Rester Radio. BML-1614.

Remote Control

KFAR—Midnight Sun Bcstg. Co., Fairbanks, Alaska BRC-623; WPEO Peoria, Ill. WPEO Inc. BRC-622; WICK Scranton, Pa. Scranton Radio Corp. BRC-624.

APPLICATIONS RETURNED

Arcadia, Florida, R. E. Hughes—Construction permit for a new standard broadcast station to be operated on 1320 kc, with power of 500 w, daytime hours only. Completed in name of E. C. Hughes; signed by R. E. Hughes.

Brookhaven, Miss., W. M. Jones and Laura Jane Huff d/b as Rural Bcstg. Co.—Construction permit for a new standard broadcast station to be operated on 1470 kc, with power of 1 kilowatt, daytime hours only. Partnership names not shown on Section I; program percentages not correct.

License for CP

WEAR-TV Pensacola, Fla., Gulfport Bcstg. Co.—License to cover CP (BPCT-863) as mod. which authorized new tv station (BLCT-262).

WTTV (TV) Bloomington, Ind., Sarkes Tarzian Inc.—License to cover CP (BPCT-184) as mod. which authorized new tv station and to designate studio location as E. Hillside Drive, Bloomington, Ind. (BLCT-260).

Renewal of License

WSB-TV Atlanta, Ga., Atlanta Newspapers Inc.—(BRCT-97).

January 11 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee on Jan. 6

Chief Broadcast Bureau—Granted petition for extension of time to and including Jan. 17 within which replies may be filed to petition of WCCO to enlarge the issues in re SSA application of WNYC (Docket 11227).

By Hearing Examiner James D. Cunningham on Jan. 7

Chief Broadcast Bureau—Granted petition for extension of time from Jan. 12 to Jan. 26 in which all parties shall submit proposed findings in re applications of Dorsey Eugene Newman, et al. for am facilities (Docket 10638-40).

By Hearing Examiner William G. Butts on Jan. 7

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Scheduled hearing to commence on Jan. 21 in re application for am station (Docket 10944).

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

By Hearing Examiner Basil P. Cooper on Jan. 7

WAKU Latrobe, Pa., Clearfield Bcstrs. Inc.—Granted petition to continue hearing from Jan. 10 until 30 days after the Commission has acted on petition to reconsider and vacate the cease and desist order to be directed against it (Docket 11137).

By Hearing Examiner Elizabeth C. Smith on Jan. 7

New Orleans, La., James A Noe & Co.—On motion of James A. Noe & Co., reopened the record in re proceeding for ch. 4 (Docket 8936 et al.), for the sole purpose of receiving in evidence an affidavit of Edgar B. Stern Jr. and thereupon closed the record again; ordered that the time within which to file proposed findings be extended to Feb. 1 and the time within which to file replies to such findings was extended to and including March 3.

WNYC New York City, Municipal Bcstg. System; WCCO Minneapolis, Minn., Midwest Radio-Television Inc.; Chief Broadcast Bureau—Granted joint petition for continuance of hearing from Jan. 17 to April 18, in re (Docket 11227).

By Hearing Examiner J. D. Bond on Jan. 7

Granted motion of Independent Television Inc., et al. applicants for ch. 6 at Whitefish Bay, Wis., for continuance of further conference in this proceeding from Jan. 11 to March 1 (Docket 11009 et al.).

By Hearing Examiner Hugh B. Hutchison on Jan. 7

Houston, Tex., Texas Star Bcstg. Co.; KTRH Bcstg. Co.—Granted joint petition of applicants and Democrat Printing Co., intervenor, for continuance of further hearing from Jan. 17 to March 15 (Dockets 8258, 8753).

By Hearing Examiner Millard F. French on Jan. 7

Raleigh, N. C., WPTF Radio Co., Capitol Bcstg. Co.—Upon oral request of counsel, ordered that the record in re ch. 5 be reopened on Jan. 13 for the limited purpose of receiving depositions (Dockets 10861-62).

By Hearing Examiner Herbert Sharfman on Jan. 10

Erie, Pa., Dispatch Inc.—Scheduled oral argument for Jan. 11 on petition of Chief Broadcast Bureau for postponement of resumption of hearing in re renewal of license of WICU (Docket 11048).

By Hearing Examiner William G. Butts on Jan. 10

Thermopolis, Wyo., Mildred V. Ernst; Thermopolis Bcstg. Co.—Continued conference now scheduled for Jan. 14 to Feb. 7, for the purpose of considering the matters specified in Sec. 1.813 of the rules and the parties of their attorneys shall appear at the time and place specified, in re applications for am facilities (Dockets 1126-27).

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Jan. 7

Extension of Authority

Los Angeles, Calif., Paramount Television Productions Inc.—Granted extension of authority for the period Feb. 1, 1955, to Feb. 1, 1956, to transmit video transcriptions of the program "Wrestling from Hollywood" via air or rail express to Canadian Television Stations CBUT-TV Vancouver, B. C., CHSJ (TV) St. John, N. B., C[illegible] (TV) Winnipeg, Man., CBMT (TV) Montreal and CJCB-TV Sydney, N. S., for broadcast by these stations in Canada.

New York, N. Y., National Bcstg. Co.—Granted extension of authority for the period Feb. 1, 1955, to Feb. 1, 1956, to deliver via direct relay, air or rail express, various television programs that are broadcast in the U. S. over tv stations owned by NBC, to Canadian tv stations CBFT (TV) Montreal and CBLT (TV) Toronto, for broadcast in Canada.

New York, N. Y., National Bcstg. Co.—Granted extension of authority for the period Feb. 1, 1955, to Feb. 1, 1956, to furnish Television de Matamoros, S. A., licensee of tv station XELD-TV, ch. 7, Matamoros, Tamps, Mexico, with kinescope recordings of tv broadcast programs originating in various NBC studios throughout the U. S. and broadcast in the U. S. over facilities of NBC. These kinescope recordings will be delivered to XELD-TV via air or rail express for transmission over XELD-TV.

New York, N. Y., Columbia Bcstg. System Inc.—Granted extension of authority to deliver via direct relay, air or rail express, for the period Feb. 1, 1955, to Feb. 1, 1956, various tv programs that are broadcast in the U. S. over tv broadcast stations owned and operated by CBS to tv broadcast station CMTV (TV) Havana, Cuba, for broadcast in Cuba by CMTV; and similar authority to Canadian tv broadcast stations CBFT (TV) Montreal and CBLT (TV) Toronto, for broadcast in Canada.

Actions of January 6

Modification of CP

The following were granted extensions of completion dates as shown: KACY (TV) Festus, Mo., to 7-30-55; WSFA-TV Montgomery, Ala., to 6-15-55.

Actions of January 5

Granted License

WBRT Bardstown, Ky., V. R. Anderson—Granted license for am broadcast station; 1320 kc, 1 kw, D (BL-5553).

WWJ-FM Detroit, Mich., The Evening News Assn.—Granted license for fm broadcast station (BLH-1022).

Remote Control

The following stations were granted authority to operate transmitters by remote control:
WCVI Connellsville, Pa.; KOIL Omaha, Neb.

Modification of CP

WBUD Trenton, N. J., Morrisville Bcstg. Co.—Granted extension of completion date to 3-5-55.

Actions of January 4

Granted CP

KFUO-FM Clayton, Mo., The Lutheran Church—Missouri Synod—Granted CP to replace expired permit (BHP-1810) as modified which expired July 4, 1954 (BPH-2002).

WKEU-FM Griffin, Ga., Radio Station WKEU—Granted CP to replace permit (BPH-1919) as mod. which expired 12-3-54.

Actions of Jan. 3

Granted License

WTRB Ripley, Tenn., West Tennessee Radio Service—Granted license for am broadcast station (BL-5554).

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Modification of CP

The following stations were granted extensions of completion dates as shown: WAEL Mayaguez, P. R., to 4-1-55, conditions; WCFS Harvey, Ill., to 6-1-55, conditions; WARD-TV Johnstown, Pa., to 7-15-55; WVEC-TV Hampton-Norfolk, Va., to 7-4-55; KSAN-TV San Francisco, Calif., to 7-22-55; KANG-TV Waco, Tex., to 7-15-55; KLOQ Seattle, Wash., to 5-3-55; KLMR Lamar, Colo., to 3-19-55, conditions.

Action of December 29

Remote Control

KMON Great Falls, Mont., Montana Farmer Bcstg. Corp.—Granted authority to operate transmitter by remote control.

January 11 Applications

ACCEPTED FOR FILING

License for CP

WHAB Baxley, Ga., Farnell O'Quinn—License to cover CP (BP-9362) as modified which authorized new standard broadcast station (BL-5557).

WMTM Moultrie, Ga., N. B. Mills and Douglas J. Turner d/b as Colquitt Bcstg. Co.—License to cover CP (BP-9289) which authorized increase in daytime power to 5 kw and install new transmitter (BL-5561).

WBOF Virginia Beach, Va., Virginia Beach Bcstg. Corp.—License to cover CP (BP-9297) as modified which authorized a new standard broadcast station (BL-5562).

Remote Control

WNLK Norwalk, Conn., Norwalk Bcstg. Co.—(BRC-625).

Applications Returned

WAUD Auburn, Ala., Auburn Bcstg. Co.—Renewal of license (Name Incorrect) (BR-2075).

KERV Kerrville, Tex., Kerrville Bcstg. Co.—Voluntary acquisition of negative control of licensee corporation by Hal Peterson through purchase of 50 shares of stock from W. Scott Schreiner (Not signed by transferee).

License for CP

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—License to cover CP (BPH-1979) which authorized changes in licensed station (BLH-1021).

Renewal of License

WCTA-FM Andalusia, Ala., Andalusia Bcstg. Co.—(BRH-556).

WSB-FM Atlanta, Ga., Atlanta Newspapers Inc.—(BRH-569).

Mod. of CP

WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.—Modification of CP (BPH-1788) as modified to make changes in licensed station for extension of completion date (BMPH-4972).

License for CP

KCCT-FM Corpus Christi, Tex., International Radio Co.—License to cover CP (BPH-1932) as modified which authorized new fm station (BLH-1023).

Mod. of License

WKRG-FM Mobile, Ala., Giddens & Rester, partnership of Giddens and Rester—Modification of license to change name to Kenneth R. Giddens, T. J. Rester Jr., & Shirley Rester Konrad, a partnership, d/b as Giddens & Rester Radio (BMLH-80).

Renewal of License

WLAG-FM La Grange, Ore., La Grange Bcstg. Co.—(BRH-570).

WTOC-FM Savannah, Ga., Savannah Bcstg. Co.—(BRH-676).

WHOS-FM Decatur, Ala., Barrett C. Shelton et/al d/b as North Alabama Bcstg. Co.—(BRH-687).

WRLD-FM Lanett, Ala., Valley Bcstg. Co.—(BRH-370).

WPRK (FM) Winter Park, Fla., Rollins College—(BRED-103).

WAGA-TV Atlanta, Ga., Storer Bcstg. Co.—(BRCT-60).

WJBF (TV) Augusta, Ga., Georgia-Carolina Bcstg. Co.—(BRCT-113).

License for CP

WNES Central City, Ky., Muhlenberg Bcstg. Co. License to cover construction permit (BP-9174) as modified which authorized a new standard broadcast station and specify studio location (BL-5585).

WPGC Morningside, Md., WPGC Inc.—License to cover CP (BP-9309) as modified which authorized increase power, except during critical hours, Canadian Restricted, and install a new transmitter (BL-5581).

WHIL Medford, Mass., Conant Bcstg. Co.—License to cover CP (BP-9443) which authorized increase in power and change type of transmitter (BL-5575).

WMAX Grand Rapids, Mich., WMAX Inc.—License to cover CP (BP-9322) as modified which authorized a new standard broadcast station (BL-5571).

KCMU Columbia, Mo., Cecil W. Roberts—License to cover CP (BP-9403) which authorized a new standard broadcast station and to specify studio location (BL-5582).

KVIN Vinita, Okla., John M. Mahoney and John Q. Adams d/b as Vinita Bcstg. Co.—License to cover CP (BP-9396) as modified which authorized new standard broadcast station (BL-5573).

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—License to cover CP (BP-8741) as modified which authorized new standard broadcast station (BL-5568).

WITA San Juan, P. R., Electronic Enterprises Inc.—License to cover CP (BP-8558) as modified which authorized change in frequency increase power, install a new transmitter, change transmitter location and make changes in antenna system (BL-5577).

KACT Andrews, Tex., Joseph E. Young and Archie W. Holman d/b as Andrews Bcstrs.—License to cover CP (BP-9435) as modified which authorized new standard broadcast station (BL-5567).

KELP El Paso, Tex., Trinity Bcstg. Corp.—License to cover CP (BP-8939) as modified which authorized change in power, hours of operation, install directional antenna for night use (DA-N and mount tv antenna on #1 tower of directional array (BL-5574).

KSML Seminole, Tex., Marshall Formby and Clint Formby d/b as Seminole Bcstrs.—License to cover CP (BP-8542) as modified which authorized new standard broadcast station (BL-5572).

WFHG Bristol, Va., Bristol Bcstg. Co.—License to cover CP (BP-9335) which authorized increase daytime power to 5 kw and install new transmitter (BL-5583).

WCAW Charleston, W. Va., Capitol Bcstg. Corp.—License to cover CP (BP-9539) as modified which authorized change antenna-transmitter and studio locations (BL-5566).

WCLC Morgantown, W. Va., C. Leslie Golliday tr/as Morgantown Bcstg. Co.—License to cover CP (BP-9447) as modified which authorized a new standard broadcast station (BL-5569).

Renewal of License

WSPC Anniston, Ala., Model City Bcstg Co.—(BR-2328).

WHOS Decatur, Ala., North Alabama Bcstg. Co.—(BR-2166).

WETU Wetumpka, Ala., Elmore Service Corp.—(BR-3028).

WEBK Tampa, Fla., Hillsboro Bcstg. Co.—(BR-2452).

WBOY Tarpon Springs, Fla., WBOY Inc.—(BR-2911).

WIRK West Palm Beach, Fla., Ken-Sell Inc.—(BR-1826).

Modification of CP

KGO-TV San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1514) as modified, which authorized changes in facilities of existing tv station to extend completion date to early 1955 (BMPCT-2718).

WTBO-TV Cumberland, Md., Cumberland Valley Bcstg. Corp.—Mod. of CP (BPCT-1146) as modified, which authorized new tv station to extend completion date to 7-1-55 (BMPCT-2716).

KFBB-TV Great Falls, Mont., Wilkins Broadcast Inc.—Mod. of CP (BPCT-1195) as modified, which authorized new tv station to extend completion date to 3-16-55 (BMPCT-2717).

WTVQ (TV) Pittsburgh, Pa., Golden Triangle Television Corp.—Mod. of CP (BPCT-1417), as modified, which authorized new tv station to extend completion date (BMPCT-2715).

January 12 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Beachview Bcstg. Corp., Norfolk, Va.; Portsmouth Radio Corp., Portsmouth, Va.—Granted petition of Portsmouth for an extension of time to and including Feb. 1 within which exceptions and briefs may be filed to initial decision for ch. 10 (Dockets 10800-01). (Action of 1/7).

Chief Broadcast Bureau—Granted extension of time to and including Jan. 20 within which replies may be filed to petition to enlarge the issues by Broadcast Group Inc., re their am application (Docket 11147). (Action of 1/7).

Newburyport, Mass., Sherwood J. Tarlow; Theodore Feinstein—Granted petition of Tarlow for dismissal without prejudice of his am application (Docket 11142; BP-9120); retained in hearing application of Feinstein (Docket 11141; BP-9027). (Action of 1/11).

By Hearing Examiner Basil P. Cooper on Jan. 11

Orlando, Fla., WORZ Inc.; Mid-Florida Tv Corp.—Granted joint motion for continuance of further hearing from Feb. 1 to March 8, in re applications for ch. 9 (Dockets 11081-83).

By Hearing Examiner J. D. Bond on Jan. 11

Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Denied petition and motion for reconsideration filed by Times-World, and ordered stricken exception by Radio Roanoke and Times-World's petition and motion for ruling by the Examiner in re applications for ch. 7 (Dockets 10655-56).

By Hearing Examiner Herbert Sharfman on Jan. 10

Miami, Fla., North Dade Video Inc.—Granted petition for an extension of time from Jan. 14 to 24 in which to file proposed findings in re applications for ch. 10, with optional replies due 30 days thereafter (Docket 9321 et al.).

Broadcast Actions

McFarland Letter

WSFA-AM-TV Montgomery, Ala., Montgomery Bcstg. Co.—Is being further advised that applications for transfer of control to WKY Radiophone Co. (BTC-1819, BAL-1869, BAPCT-121, BAPRE-19), which were subject of previous letter indicating necessity for hearing, also involves consideration of practices of Oklahoma Pub. Co., licensee of WKY-AM-TV Oklahoma City, Okla., owned by WKY Radiophone Co. Chairman McConnaughey absent.

KBOX Modesto, Calif., Stanislaus County Bcstrs. Inc.—Is being advised that application for assignment of license (BAL-1912; BALRY-116) to McClatchy Bcstg. Co. involves overlap considerations which indicate necessity of a hearing.

(Continued on page 113)

Radio Station and Newspaper

Appraisals

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RADIO

Help Wanted

Managerial

We are looking for manager-salesmen or sales manager with supervisory experience in small stations, to become assistant manager and later become manager in larger markets; must be sober, hard worker, with desire and ability to get ahead in group owned stations. New stations are being acquired, offer unlimited opportunity. Give full details and photo first letter. Box 904F, B•T.

Manager for Tennessee metropolitan market station. Previous metropolitan market managerial experience necessary. Finest opportunity, good salary, percent of profit and opportunity to own stock. Send full background to Box 953F, B•T.

1kw network station needs experienced commercial manager. $100 weekly salary plus generous over-ride. William T. Kemp, KVWO, Box 926, Cheyenne, Wyoming.

Commercial manager, salary plus commission for suburban Washington kilowatt. WPGC, Washington 23, D. C. Redwood 6-7770.

WBRO, Waynesboro, Georgia, has opening for manager with experience in local sales. Salary and percentage. Apply to H. C. Gilreath, WVOP, Vidallia, Georgia. Phone 3029.

Denver independent going 5 kw in spring has southern manager who wants to return south. Can you qualify to operate this hard-hitting operation at base near $10,000 yearly? Write details to Dave Segal, 1012 Baltimore, Kansas City, Missouri. No phone calls please.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Wanted: Salesman or woman. Big pay, large percentage. Write Box 847F, B•T.

Young aggressive salesman—announcer for southern kilowatt daytime independent. Good working conditions in a single station market. 15% commission with salary guarantee. Box 874F, B•T.

Salesman - announcer. Opportunity to make money. $225 monthly base, 15% commission. $400 guarantee for first two months. Must be top announcer, willing to work. Send tape, all information first letter, Box 900F, B•T.

Radio salesman for prosperous Pennsylvania market. Supply employment record and minimum income requirements with application. Box 938F, B•T.

Start at $100.00 per week. Virginia market. You must be able to sell. Supply references, details. Box 947F, B•T.

Salesman—assistant manager for kilowatt daytime station in southern city of 8,500 population. Must be experienced in sales and programming and should have a good background of small city operation. Send picture and complete details to Box 948F, B•T.

Wanted—"Special" promotion by regional sales campaign organization. Travelling sales crew to conduct short term sales promotion (telephone solicitation)—Ohio station. Box 963F, B•T.

Local account salesman. Salary plus commission. Good market. ABC station. KFRO, Longview, Texas.

Top notch radio and tv salesman in sportsman country. Salary plus commission plus profit sharing. Wire, phone KPRK, Livingston, Montana.

Salesman. Radio KWIZ, Orange County, California, searching for radio time salesman. Top draw and commission for right man. Market is 350,000 plus fringe area of 800,000. Radio KWIZ only station serving Orange County. Music and news operation. Contact Hal Davis, Manager. Don't contact unless a mature radio time salesman.

Tidewater Virginia. Experienced local salesman. Top salary and commission. Kilowatt independent. Complete details first letter. WACH, Newport News, Virginia.

Increasing power to 5000 watts soon. Need two additional salesmen. State references, qualifications, expected pay, first letter. Opportunity for advancement. 5-station organization. WPLH, Huntington, West Virginia.

Long established 5kw CBS affiliate wants experienced radio salesman. Opportunity good income based on guarantee plus commission. Pleasant university town. Send complete resumé, picture and references to J. D. Swan, Manager, WCAX, Burlington, Vt.

Wanted: Experienced salesman, who also announces. Short announcing shift and sales. Excellent salary and commission arrangement. Station planning expansion program. Please send full details, references, etc. first letter. Merle H. Tucker, P.O. Box 1150, Gallup, New Mexico.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

RADIO

Help Wanted—(Cont'd)

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Experienced announcer morning shift, friendly Pennsylvania ind. DT. $75. No drifters or beginners. Send tape, references and background. Box 804F, B•T.

Man with a one-two punch! Illinois independent kilowatter, in the nation's most attractive and fastest growing industry—farm area, will pay handsome salary to a man who can: (1) entertain with a microphone, (2) sell with a microphone. We want an experienced, versatile young man who can do disc shows with humor and sparkle and an authoritative newscast. Best working conditions, modern, well equipped, attractive station; liberal extra benefits. Write full information to Box 827F, B•T.

Want dependable staff announcer. ABC network Texas. Send resume. Box 877F, B•T.

Humorous DJ—Smooth-flowing ad-lib informal "slang" way of expressing self. Acting experience. Also authoritative news. Single. Great Lakes, N. Y., Pa., Ohio area. Box 879F, B•T.

Outstanding opportunity for announcer holding first class ticket. 1000 watt independent. Salary based on experience and ability. Write: Manager, KOKX, Keokuk, Iowa.

Announcer for steady position. Experienced desired, good salary, good staff, reasonable hours. Apply KRHD, Duncan, Oklahoma.

Immediate opening, experienced announcer with first class ticket. Send full details and tape to KSTT, Davenport, Iowa.

Announcers—Strong neighborly morning man; 1 Polish, 1 French speaking staff man. Fine opportunity for experienced men with new central Massachusetts station. Send tape, resume, and salary in first letter. WESO, Southbridge, Mass.

Experienced announcer wanted. Ad-lib preferred. Salary open. No floaters. Excellent working conditions. George Shurden, WMFC, Monroeville, Alabama.

Young staff announcer for fastest growing independent. Personality more important than experience. No tapes returned. WPAC, Patchogue, New York.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBG, Bowling Green, Ohio.

Technical

Transmitter engineer northern Ohio area. Give complete history, salary, reason wishing to leave present position and when available first letter. Box 778F, B•T.

West Texas kilowatt independent needs experienced first-phone man for chief engineer and announcing or sales. Good salary for right man. Send details including audition recording to Box 910F, B•T.

Chief engineer with good announcing ability. Starting pay $90.00 a week. Prefer family man. Must be stable. Southern network station. Box 959F, B•T.

Wanted: Combination engineer-announcer. Excellent salary and working conditions in Tidewater Virginia's most promising station. Requires first-class ticket and better than average announcing qualities. Audition by tape or disc necessary. Send particulars to Ambert Dail, WGH, Newport News, Virginia.

Television and radio technicians wanted by WKZO AM and TV, Kalamazoo, Michigan. This vhf station wants men who are intersted in working for a prestige station that offers excellent working conditions and many benefits. WKZO is interested in men with sound technical training who have a sincere desire to become an integral part of an established and stable company. Send complete information to Arthur Covell, Chief Engineer, WKZO, Kalamazoo, Michigan. All replies confidential.

Production-Programming, Others

One copywriter, one traffic girl, each of whom knows big independent station operation or has enough experience to handle the job. Box [illegible] B•T.

Sports director for MBS radio and NBC-DuMont tv operation in midwest. Unusual opportunity. Send full information and tape to Box 952F, B•T.

RADIO

Help Wanted—(Cont'd)

Experienced commercial script writer wanted. Man or woman. William K. Anderson, KVWO, Box 926, Cheyenne, Wyoming.

Copywriter: Qualified, experienced radio copy writer needed at once. Apply by letter giving experience, references, etc., to Continuity Director, WILS, Lansing, Michigan.

Southwestern Ohio personnel—Local newswriter with good news delivery—staff announcer—send tape, experience, references to Norm Keller, WMOH, Hamilton, Ohio.

Situations Wanted

Managerial

Experienced general manager with excellent qualifications, finest recommendations, successful background all phases am-tv broadcasting. Wishes contact station owners seeking top-calibre management, television, radio or both. Prefer medium or small city midwest. All replies confidential. Box 825F, B•T.

Experienced sales manager (radio-television) desires to relocate. Outstanding record in both am and tv; best of references. Stable, mature, family man who is financially sound. Best of references. All replies confidential. Box 867F, B•T.

Manager-salesman, small market. No hot rock. Steady hard worker that gets results. Married. Available immediately. Box 892F, B•T.

Manager, assistant manager, program manager. Twenty-seven years experience in all phases of radio. Complete history in industry available. Box 897F, B•T.

Manager available. Have experience in radio and television in managerial capacity. Excellent sales record. Family man. Desire medium market in midwest or southern area. Box 917F, B•T.

Assistant station manager—31, unusually broad background is most phases of programming, engineering and FCC procedure. Excellent "number 2" man with highly specialized knowledge particularly valuable to station starters and applicants. Box 933F, B•T.

Would like to make contact with party or parties with CP or going station who would be interested in person who knows all phases of radio. At present have interest in station, but wish to make change to the south or southwest. Will invest with right party. Box 958F, B•T.

Salesman

Successful time-salesman with know-how; college grad, sober, enthusiastic, imaginative. Box 949F, B•T.

Announcers

Experienced announcer with permit, presently employed, wishes to relocate near New York City. Singer, instrumentalist, seeking staff position or station personality or both. Strong on news. Sober, dependable, family man. Tape, resume on request. Interview after 1st of year. Box 633F, B•T.

Negro DJ, pleasant voice. Emphasis announcer. Plenty of personality, boardman. Box 772F, B•T.

Southern California only, for midwest announcer, restricted permit. After February 1st. Vet, college, married, 31. News editor, 250w; continuity, 50kw. Whistle, guitar. Tapes, if return. Box 800F, B•T.

Veteran—33-single, announcer school graduate, strong play-by-play—news and good popular DJ. Director and control board experience. Box 809F, B•T.

Announcer—1 year wants to move up. Strong on commercials, news, music, sports. Operates console. Tape and photo available. Will travel. Box 838F, B•T.

Good all around staff announcer, single, 25, college graduate, veteran. Friendly, versatile, 3rd class ticket. Box 852F, B•T.

Announcer, 29, 8 years experience, 2 as P.D. with considerable writing experience and limited sales work is seeking position with sound, progressive station. College grad, married, 3 children. Box 858F, B•T.

Many years radio experience, one and a half years television. DJ, news, special events, MC. Full particulars and tape on inquiry. Box 870F, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced staff announcer—authoritative newscaster. Relaxed commercial delivery—Korean veteran. Will travel. Box 887F, B•T.

Experienced baseball, football, basketball announcer. Top salesman. Excellent sports promoter, publicist. All info and wire of major league baseball on request. Prepare to pay moving expenses and good salary. Box 889F, B•T.

Personality DJ. Proven success competitive market. Unlimited potential. Best references from present employer. 4 years experience, single, 25; veteran, non-drinker. Seeking permanent position with lucrative future. Will consider all offers of $100 or more. Can do good sales job for you. Lots of ideas. Production stressed. Box 891F, B•T.

Announcer-engineer, 1st phone. Experienced all phases. News, music, sports, special events. Presently employed small market independent. Desire locate Great Lakes area. Box 894F, B•T.

Announcer. Light experience—relaxed. DJ-idea man, veteran, 23, car. Box 896F, B•T.

All-around top-flight announcer, strong news, commercials, any size station near New York City. Box 903F, B•T.

Staffer whose ambition is sports, desires to affiliate with station that will train—thorough knowledge of sports. Exceedingly ambitious. Box 906F, B•T.

Announcer, light experience, single, good DJ, news, sports, board, tape. Box 907F, B•T.

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 908F, B•T.

Married vet, 27, desires opportunity in radio. Recent radio school graduate. Good voice, diction, dialects. Run board. Box 909F, B•T.

Announcer, deejay seeking position with progressive radio station anywhere, but prefer south. Experience includes 1½ years Armed Forces Radio Service, 1½ years Florida 1000 watter. Currently studying dramatics in New York. Vet., 24. References. Tape, resume, photo on request. Box 911F, B•T.

Announcer. Versatile. Very strong news, commercials. Excellent voice. Veteran, college grad, single. Will travel. Box 912F, B•T.

Announcer seeking permanent job southwest, southeast. Solid background includes staff 2½ to 50kw, program sales to stations, instructor radio-tv school, sportscaster and writer. Conscientious, dependable. Available now. Thanks. Box 913F, B•T.

RADIO

Situations Wanted—(Cont'd)

Play-by-play announcer, requests baseball tie-up. Employed sports-farm director handling basketball, football games. News, DJ. Veteran, like permanency. Box 918F, B•T.

Announcer-deejay—3½ years experience. Proven success record; extensive knowledge of music; top air salesman seeks permanent position—best references. Tape and resume. Box 919F, B•T.

News, special events, public affairs, experienced radio-tv as writer, editor, announcer. College degrees. Interested in permanency with opportunity any large market. Starting total minimum $125.00. Box 921F, B•T.

Chief announcer wants change to live-wire indie in New York metropolitan area. Three years solid air-copy-selling experience. All phases. Box 922F, B•T.

Announcer—strong commercial—good news, DJ, sports. Experience light—3rd ticket. Box 930F, B•T.

Available now. Young, ambitious, disc jockey. Can work console, read, write copy; read, edit news. New ideas to boost listening audience. Tape, photo ready at first request. Box 939F, B•T.

Announcer. Negro. "Real cool jive talk" some experience. Tape available. Box 940F, B•T.

Announcer—experienced, new; DJ; friendly voice—married, veteran, will travel. Box 941F, B•T.

Sportscaster—4 years play-by-play—top voice and knowledge. Not mere words — offer best job done in your league. Presently employed in New York. Hope to move family to sports conscious market. Tapes immediately, references. Box 942F, B•T.

Staff—5 years experience all phases—presently employed New York, desires connection city 100,000 and over. Family. Wishes to settle out New York. Top voice and salesmanship. Tapes immediately, references. Box 943F, B•T.

All phases of radio, top play-by-play. 16 years experience. Current job 8 years. 1 year television sports director, south preferred. Need larger market. College graduate. Married to R.N. Box 944F, B•T.

Attention Pennsylvania, New Jersey, New York. 5 years staff, DJ, news, sports, first phone. Presently 5 kw, family. Box 945F, B•T.

Experienced announcer, midwest indie. Strong DJ, news, friendly, reliable, veteran. Box 954F, B•T.

All-around staff announcer, experience light. Wishes connection small community to settle. Conscientious. Extremely adaptable. Box 955F, B•T.

EXECUTIVE TYPE

Overall Experience Now Available to You:

18 Years Radio (Programming-Announcing)

6 Years TV (Before and Behind Camera)

4 Years Ad Agency (Radio-TV Director, Account Executive)

15 Years News (Editing—Announcing—Sports)

Producer—Announcer man Network shows

Knows Personnel Management

Married, Veteran, 37 years of age

Now associated with a key, net station

Must leave for personal reasons

Box 888F, B•T

RADIO

Situations Wanted—(Cont'd)

6 years radio announcing, news, programming. Prefer am-tv. Consider anything. Location secondary to opportunity. Bob Benson, 1100 East 5th Street, Superior, Wisconsin.

Wanted—second break — staff announcer with 250w network affiliate experience. Ray Cascone, 85 Hillside Ave., Mt. Vernon, New York.

Staff announcer. Pleasing voice—plus ability, versatility, experience, university background. Apt addition for midwest network affiliate. Single, 32; available immediately. Charles May, 3619 Paseo, Kansas City, Missouri. Armour 5446.

Staff, well versed all phases. Selling quality. Strong news. Excellent references. Community conscious. Definite asset. Tapes immediately. Robert Miller, 136 West 44th Street, New York, New York.

Announcer—news, commercial, DJ. Light experience but conscientious negro. 3rd class ticket. Tape on request. Henry Williams, 239 West 103rd Street, New York, New York.

Young announcer, complete background, seven years experience, employed seeks position with progressive station. 506 N. Sherman, Liberal, Kans.

Staff announcers (4). Board trained for tough commercial schedule. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. Me. 8-5255.

Technical

Engineer—six years experience studio, transmitter, remotes, recordings. Box 680F, B•T.

Engineer—1st phone, capable any position am or tv station. Box 756F, B•T.

Engineer—copywriter: Experienced, permanent, excellent references, southeast, New York, Pennsylvania. Box 807F, B•T.

Engineer—first phone, experienced equipment maintenance, console, recordings, remotes, limited combo. Box 829F, B•T.

Engineer—Fifteen years broadcasting. Radio-television operating. Recording, construction, directional. Box 842F, B•T.

First phone, 10 years studio, transmitter, car, will travel. Box 885F, B•T.

Chief engineer — experienced remote control-maintenance — proof of performance — combo. Available immediately. Married. Box 893F, B•T.

Chief engineer experienced in all phases of broadcasting and training in television, desires permanent position. Box 898F, B•T.

Chief engineer with 7 years experience in broadcasting desires position in northern Ohio area. Would also consider staff position in large tv station. Box 899F, B•T.

Engineer—experienced in all phases of radio and tv. With present employer 13 years. Prefer south or west. Box 915F, B•T.

Experienced (six years) engineer, announcer, salesman, manager, and what have you in radio. Family man, dependable, not a drifter. All replies considered. Box 923F, B•T.

College graduate, first phone, four years experience all phases am, fm, tv and hi-fi audio. Interested only in station engaged in serious broadcasting requiring highest audio quality—preferably fm. Capable of being chief. Box 931F, B•T.

Engineer, first phone. Also announcer, DJ and write copy. Write "Combo," 416 Maverick Street, San Antonio, Texas.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Newsman—announcer, long successful background. Deep authoritative mature voice. Network delivery. Desires to relocate west or southwest—job with challenge and future. Box 801F, B•T.

RADIO

Situations Wanted—(Cont'd)

Sports director-announcer, 6 years radio-tv, desires permanent western location . . . Specialize all sports, play-by-play . . . available now. Single, 30, travel. Box 890F, B•T.

Woman, several years in radio-tv, can do record and woman's shows, production coordinating, copy, selling, etc. Will submit resume and tape. Box 920F, B•T.

TELEVISION

Help Wanted

Salesmen

Radio-television time salesman for established midwest station. We prefer man with small station sales experience in midwest. Opportunity to advance. Excellent insurance and pension plans. Write Personnel Director, WSBT-TV, South Bend, Indiana.

Technical

Florida vhf television station has opening for thoroughly experienced maintenance man. Also opening for engineer trainees with background for tv. Box 950F, B•T.

Production-Programming, Others

News director for NBC-DuMont 120,000 watt tv operation in rich midwest market. Must be experienced in gathering, writing and telecasting local news. Send full particulars with tape to Box 951F, B•T.

Situations Wanted

Managerial

Sales manager, medium market am-tv operation, seeks relocation due to impending station sale. Outstanding sales record in competitive east coast market. Mature family man. All replies kept in strictest confidence. Write Box 868F, B•T.

Sales manager available. Splendid agency contacts on national and regional level plus network experience. Experience includes sales manager of radio and sales manager of two television stations. Young, aggressive, married. Presently employed. Desires midwest area. Box 916F, B•T.

Manager, 2 years tv, 12 years radio in both large and medium markets. Available at once. Reason for leaving confidential. Excellent references including present owner. Box 924F, B•T.

Wish to relocate, preferably managerial, production background; NBC-TV, local experience. Box 964F, B•T.

Manager, assistant manager or program manager, experienced all phases tv and radio. Currently branch manager for CBS basic vhf. 13 years experience including network and agency. 36, married, one child. Best references, present and past employers. Robert Williams, KTVH-TV, Wichita, Kansas.

Salesman

Attention midwest! After much mature consideration, have decided to enter tv. Am from way back, from the "old school." 15 years experience in radio mostly sales. 6 page resume follows. Presently employed. Box 895F, B•T.

Announcer

Tv announcer . . . proven camera ability in major southern uhf market . . . looking to locate in northeast . . . Must be uhf. Box 936F, B•T.

Technical

Video operator job sought. Experience am transmitter, studio. Tv trained. Box 886F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Engineer, 3 years experience, two as chief of am-fm transmitters, would like to get into tv in central or southern Florida. Box 926F, B•T.

First class engineer. Experienced all phases of network-affiliated operations including remotes. Married, dependable. Box 937F, B•T.

Technician, 31 years old, 1st phone and car. Experienced, Mutual radio and CBS radio-tv studio operations. Location secondary to security. Reply Box 962F, B•T.

Tv cameraman—all studio operations. Video, audio, floor manager, films. Jack Clerilo, 29 E. 2nd Street, New York 9, N. Y.

Studio technician: Recent graduate of SRT Television Studios, experienced all technical phases. 3rd class phone, studying for 1st, married, veteran, will travel. John Kinney, 50 Oberlin Street, Sea Breeze, N. Y.

Production-Programming, Others

Cameraman—excellent small station and network experience. All studio operations. Box 803F, B•T.

Cameraman—2 years experience. Video, audio, floor manager, some directing. Desire opportunity—production. Prefer east. Box 905F, B•T.

Television production manager, 5 years experience in production and direction, all type shows, large and small markets. Married, reliable and excellent references. Box 914F, B•T.

Desire position as director at new station planning to develop high quality local-live operation. Now employed at large midwest outlet. Details on request — personal visit if possible. 927F, B•T.

Film editor, 1 year experience, excellent film and tv background. Can double as tv cameraman. Single, 27 years old, vet. Box 956F, B•T.

Tv director, 1½ years experience, desires position with greater opportunity. Excellent references, 1st phone, family. Box 957F, B•T.

Two and a half years production and directing. College graduate. Veteran. Single. Desire right market. Box 960F, B•T.

For Sale

Stations

Wide coverage facility in Alabama single station market. Price $75,000. Down payment $30,000. Current profit would pay out balance in 3½ years. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Central New York. 250 watts unlimited. Excellent area. Town 10,000; audience 83,000. $30,000, one third down. WTCL, Pennsylvania sold; WNMV, Florida, sold. List your station with brokers who do things. May Brothers, Binghamton, N. Y.

Free list of good radio and tv station buys now ready . Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For Sale: Complete fm station equipment including 10kw transmitter, control console, antenna and lines, monitors, receiver, STL microwave unit, misc. amplifiers etc. Write for complete list and details. Box 902F, B•T.

2 Gates CB-11 turntable chassis, modified to operate at 45. Both for $150. Andrew 40-A phase monitor, $150. Box 925F, B•T.

For Sale—(Cont'd)

Ideal for Conelrad. RCA 250 watt transmitter. In good operating condition—ready for installation. Box 932F, B•T.

One nearly new RCA 44-BX microphone, excellent condition. First $85.00 gets it. KFRD, Rosenburg, Texas.

For sale at worthwhile saving—two uncrated RCA type TP-16Fmm tv projectors. **Contact Jim Brady,** KIFI, Idaho Falls, Ida.

300 foot Lehigh, self-suporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

For sale: Six bay RCA super turnstile antenna type TF-6A/B. Will work on channel 8 through 11. Good condition, reasonably priced. WLWA, Atlanta, Georgia.

One three hundred and fifty foot self supporting Truscon radio tower, type C, insulated, with all accessories, am, original cost was $12,500.00, 1949. Will sell for $4,200.00 FOB, Atlanta, Ga. Tower in perfect condition. Phone Calhoun 9246. Ready for shipment.

Wanted to Buy

Stations

Independent operator desires to acquire all or control of midwest radio station. Box 718F, B•T.

Am station in midsouth or southwest. Will purchase outright or invest in as working partner. Now PD, RFD and SD of progressive 5kw indie. Box 928F, B•T.

Not bargain hunting. Want good station in good area. Preferably west. Will pay good price. Box 935F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Television transmitter type TT2AL. Box 766F, B•T.

Used 10 or 12 kilowatt uhf tv transmitter in good operating condition. Air mail complete details including price and availability to Box 866F, B•T.

Cash for good used 1000 watt transmitter. Give all details including price. Box 901F, B•T.

Wanted: One 8m frequency monitor. Box 934F, B•T.

Recording studio opening. Need all equipment. Contact Jack Gale, WTMA, Charleston, S. C.

Wanted used RCA studio consolette type 76 B or D for South American use. Write or wire The Voice of the Andes, Talcottville, Conn.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. **Free** brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

RADIO

Help Wanted

Production-Programming, Others

MEN WANTED!

Needed at once: *Two* ace promotion assistants. Company operating the top radio station and the top television station in one of the nation's biggest markets needs *two* assistant promotion directors. Ambitious, able young men well grounded in *sales* promotion are invited to send *complete* information to Box 517F, B•T.

SITUATIONS WANTED

Managerial

RADIO EXECUTIVE AVAILABLE

Seeking permanent position as General Manager Radio or Television. 20 years broadcast experience in top station operation—production—programming—sales—and personnel. 40 years of age—presently employed in executive capacity top ranking metropolitan station. Complete details and references on request.

Box 946F, B•T

TELEVISION

Situations Wanted

Production-Programming, Others

TV NEWS BROADCASTER:
FACTS:
TV-Radio Newscaster, Writer, Reporter, Editor, TV Newsfilm, 3 Years Sizeable Midwestern City, 27, Married, University Degrees.
ANALYSIS:
Relocating, "Born to Broadcast," Assignment, U.S.A. or Abroad.
BOX 961F B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR THE RECORD

(Continued from page 108)

January 12 Applications

ACCEPTED FOR FILING

Modification of CP

KTYL Mesa, Ariz., Harkins Bcstg. Inc—Mod. of CP (BP-8882) as modified, which authorized increase daytime power and installation of a new transmitter for extension of completion date (BMP-6743).

KATZ St. Louis, Mo., Cora Lee Garrett and Bernice Schwartz d/b as St. Louis Bcstg. Co.—License to cover construction permit (BP-9303) as modified, which authorized a new standard broadcast station (BL-5587).

WTRN Tyrone, Pa., Cary H. Simpson tr/as Tyrone Bcstg. Co.—License to cover construction permit (BP-9059) as modified, which authorized a new standard broadcast station (BL-5586).

KFAC-FM Los Angeles, Calif., Los Angeles Bcstg. Co.—License to cover construction permit (BPH-1935) as modified, which authorized changes in licensed station (BLH-1024).

For Sale—(Cont'd)

FOR SALE

1-General Electric 12KW UHF transmitter (TT24A, TF8A). Condition like new, under 1,000 hours operation. Price reduced to sell.
Will take your 1KW transmitter in trade.
1-RCA Video Microwave link. TTR1B Transmitting equipment. TRR1B Receiving equipment. Condition like new, priced way below cost.

Box 965F, B•T

Instruction

WANT a TV or RADIO JOB?
Trained announcers, producers, writers now in demand
NATIONAL ACADEMY OF BROADCASTING
(Est. 1934)
3338 16th Street N.W.
Washington, D. C.
Starts new term Jan. 31
Enroll Now. DE 2-5580
Placement Service

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

"ALONE IN THE RED RIVER VALLEY . . . . . but NOT lonely!"

WDAY-TV is the only TV station in Fargo . . . the *only* station in the Red River Valley. Here's how far away our nearest "competitors" are:

Minneapolis-St.Paul . . . . . more than 200 miles
Bismarck . . . . . more than 185 miles
Valley City, N. D. . . . . more than 50 miles

And, boy! — we've got television set saturation in our area, too. In Fargo, it's 70.5% . . . 20 miles away it's 57% . . . and fifty miles away it's 33%.

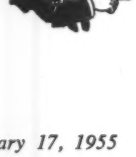
And our *viewers* aren't lonely, either. We keep their sets *turned on* with 57 popular local programs and 60 of the best shows from NBC, CBS and ABC . . . including many *live* shows, both network and local.

Ask Free & Peters about WDAY-TV . . . the Red River Valley's *only* TV station.

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC



FREE & PETERS, INC., *Exclusive National Representatives*

KREM-FM Spokane, Wash., Louis Wasmer—License to cover construction permit (BPH-1824) as modified, which authorized new fm station (BLH-1025).

WAJC (FM) Indianapolis, Ind., Butler University—License to cover construction permit (BPED-266) which replaced expired permit (BLED-164).

KALB-TV Alexandria, La., Alexandria Bcstg. Co.—License to cover CP (BPCT-859) as mod., which authorized new tv station (BLCT-263).

Modification of CP

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BPH-806) as modified, which authorized new fm station for extension of completion date (BMPH-4973).

KIVA (TV) Yuma, Ariz., Valley Telecasting Co.—Mod. of CP (BPCT-1600) as modified, which authorized new tv station to extend completion date to 4-25-55 (BMPCT-2721).

KFSA-TV Ft. Smith, Ark., Southwestern Radio and Television Co.—Mod. of CP (BPCT-1154) as mod., which authorized new tv station to extend completion date to 7-31-55 (BMPCT-2723).

WFAM-TV Lafayette, Ind., WFAM Inc.—Mod. of CP (BPCT-753) as mod., which authorized new tv station to extend completion date to July 1955 (BMPCT-2719).

KAKE-TV Wichita, Kan., KAKE-TV Inc.—Mod. of CP (BPCT-700) as mod., which authorized new tv station to extend completion date to 4-1-55 (BMPCT-2725).

Modification of CP

WHK-TV Cleveland, Ohio, United Bcstg. Co.—Mod. of CP (BPCT-216) which authorized new tv station to extend completion date to 7-25-55 (BMPCT-2720).

WTVU (TV) Scranton, Pa., Appalachian Co.—Mod. of CP (BPCT-506) as mod., which authorized new tv station to extend completion date (BMPCT-2724).

KVOS-TV Bellingham, Wash., KVOS Inc.—Mod. of CP (BPCT-1242) as mod., which authorized new tv station to extend completion date to 7-30-55 (BMPCT-2727).

WAMY Amory, Miss., Charles C. Boren Jr.—Mod. of CP (BP-8847) as modified, which authorized new standard broadcast station for extension of completion date (1580 kc) (BMP-6747).

Remote Control

WNBT Wellsboro, Pa., Farm and Home Bcstg. Co.—(BRC-628).

WCKI Greer, S. C., Greer Radiocasting Co.—(BRC-627).

Renewal of License

WGFS Covington, Ga., Georgia Bcstg. Service Inc.—(BR-1333).

WHOS-FM Decatur, Ala., Barrett C. Shelton & John H. Jones, a partnership d/b as North Alabama Bcstg. Co.—(BRH-687).

Renewal of License Returned

WGAA Cedartown, Ga., Polk County Bcstg. Co.—(Re: name of applicant; signature of Engineer & balance sheet) (BR-1142).

CP

KTVE (TV) Longview, Tex., Arlington James Henry, tr/as East Texas Television Co.—Construction Permit to replace expired CP (BPCT-1777) as mod., which authorized replacement of expired CP (BPCT-607) for new tv station (BPCT-1938).

TELESTATUS

January 17, 1955

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimate of their coverage areas. Where estimates differ among stations in the same city separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,316
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 25,125

Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
►WSFA-TV (12) NBC; Headley-Reed

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523

Total stations on air in U. S. and possessions: 422; total cities with stations on air: 278. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,972,777.

*Indicates educational stations.

† Cities NOT interconnected to receive network service.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 375,314; WGR-TV, 370,842.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridiah, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

(e) WNAM-TV Neenah, Wis., has suspended operations pending merger with WFRV-TV Green Bay.

New Starters

The following tv stations are the newest to start regular programming:

KEYD-TV Minneapolis, Minn. (ch. 9), Jan. 9.

WUNC-TV Chapel Hill, N. C. (ch. 4), Jan. 8, educational.

KEPR-TV Pasco, Wash. (ch. 19), Dec. 30.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count•for operating stations; date of grant and commencement target date for grantees.

It costs less to sell the Twins on KEYD-TV

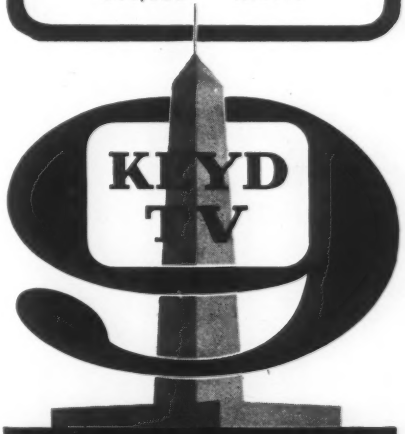
MINNEAPOLIS ST. PAUL

The nation's 13th metropolitan market is in the very center of KEYD-TV's 62 county coverage. You can buy maximum power at minimum cost on KEYD-TV, the Upper Midwest's new Channel 9 station.

Ask the H-R MAN about KEYD-TV's incentive rates and excellent availabilities.

ON THE AIR JANUARY 9TH

316,000 WATTS



Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

KEYD-TV Market Facts

POPULATION	over 2½ MILLION
BUYING INCOME	nearly 3½ BILLION
RETAIL SALES	nearly 3 BILLION
FOOD SALES	612 MILLION
DRUG SALES	77 MILLION
AUTOMOTIVE SALES	502 MILLION
SERVICE STATION SALES	135 MILLION

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 109,204
► KPHO-TV (5) CBS, DuM; Katz; 103,800
KTVK (3) Weed; 6/10/54-2/1/55

Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
► KVOA-TV (4) ABC, NBC; Raymer; 36,013

Yuma†—
► KIVA (11) NBC, DuM; Grant; 25,975

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 85,764
KTHV (11) Branham; 11/4/54-Unknown
► KATV (7) (See Pine Bluff)

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Weed; 84,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
► KQED (*9)

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Coronat—
KCOA (52), 9/16/53-Unknown

Eurekat—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET

FIRST-
Anyway you
figure it!

CBS-TV unduplicated coverage really pays-off—per October's ARB and November's Conlan! And with a realistic cost per thousand, you can't go wrong!—Interconnected with network color.

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS, DuM; Branham; 156,035
► KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
► KABC-TV (7) ABC; Petry; 1,983,873
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,983,873
► KHJ-TV (9) DuM; H-R; 1,983,873
► KNXT (2) CBS; CBS Spot Sls.; 1,983,873
► KRCA (4) NBC; NBC Spot Sls.; 1,983,873
KTHE (*28). See footnote (c)
► KTLA (5) Raymer; 1,983,873
► KTTV (11) Blair; 1,983,873

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC; Weed; 119,000
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-2/15/55

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
► KFMB-TV (8) ABC, CBS; McKinnie; 285,333
► KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,033,430
► KPIX (5) CBS; Katz; 1,033,430
► KRON-TV (4) NBC; Free & Peters; 1,033,430
► KSAN-TV (32) McGillvra; 164,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
► KOVR (13) DuM; Blair; 1,054,000
► KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 35,000

Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 7,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 899,957

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 698,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 648,000
► WTTG (5) DuM; Blair; 626,500
Washington Metropolitan Tv Corp. (30) 10/2/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC, CBS; Weed; 11,726

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,000
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 357,698
WOBS-TV (30) Stars National; 8/12/53-Spring '55

Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 295,300
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,300

Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
► WPFA (15) Young; 31,000

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Spring '55

West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) ABC, DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Meeker; 225,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36)
► WSB-TV (2) NBC; Petry; 484,725

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 130,628
► WRDW-TV (12) CBS; Headley-Reed; 130,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 89,177

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) Weed; 145,800

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 42,225
► KIDO-TV (7) ABC, NBC, DuM; Blair; 38,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,650

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/10/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 300,274

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 223,152
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) NBC, ABC, CBS, DuM; Meeker; 584,843 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103

Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 78,446
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 663,000
► WTTV (4) See Bloomington

Lafayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,500

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473

Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267

Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 117,028

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590

Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100

Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 117,892

Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 146,719
► KVTV (9) ABC, CBS, DuM; Katz; 125,788

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 110,213

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 158,652

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 81,342

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 402,584

Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 65,389

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-Jan. '55

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-June '55
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 35,000

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 191,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Early '55
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 300,890
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 73,750
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) CBS; Venard

Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 24,000

Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
► WCSH-TV (6) NBC, DuM; Weed; 150,004
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,253,379
WGBH-TV (*2) 7/16/53-Unknown
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,250,000

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

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CHANNEL 13
ROCKFORD, ILLINOIS

Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 160,000
► WWLP (61) ABC, NBC; Hollingbery; 160,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 71,674

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 64,920

Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Unknown
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Early '55

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 488,490
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 415,232

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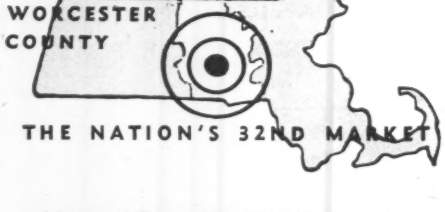

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Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City†—
► WPBN-TV (7) NBC; Holman; 35,110

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 75,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R
► WCCO-TV (4) CBS; Free & Peters; 568,500
► WTCN-TV (11) ABC; Blair; 568,500

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 568,500
► WMIN-TV (11) ABC; Blair; 568,500

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 66,549
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 110,000

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
Tupelo Citizens Tv Co. (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS, NBC, DuM; 110,000

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 140,856
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 453,693
► KMBC-TV (9) CBS; Free & Peters; 453,693
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 453,693

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 120,863

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 710,834
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 64,750

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 19,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 17,450

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) Initial Decision 1/5/55

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/20/55

Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 20,220

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 53,496
► KGGM-TV (13) CBS; Weed; 53,496

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 127,165.
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 312,160
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 432,819. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed; 47,300.

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 21,000.

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 295,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 405,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 354,950.
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 354,960.

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 155,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 33,000
► WLOS-TV (13) ABC, DuM; Venard; 299,780.

Chapel Hill†—
► WUNC-TV (*4)

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 449,864

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 283,591

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 93,370

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 251,317
► WTOB-TV (26) ABC, DuM; H-R; 84,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,070,360
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,069,000

Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls; 330,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) NBC; H-R; 69,105

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 182,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,651
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 35,000

Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Unknown

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 25,925

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 212,436
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 822,363

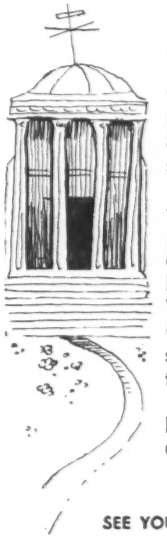
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c)

EVEN GRANT WATCHES

W·H·E·N

It happens to everyone! Grant took Richmond — now Grant's been captured! And you never saw a happier prisoner!



Grant was a pushover! Like 250 similar communities in upstate New York, Grant was unable to resist the army of talent on Channel 8 . . . could hardly wait to surrender!

From a Private Source, we learn there's no Corporal Punishment in Grant; offenders just aren't allowed to watch WHEN-TV. We learn, too, that a Major Chunk of Grant's income is spent on WHEN-TV advertised products.

Generally Speaking, how'd you like to "meet" Grant?

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

New Castle—
WKST-TV (45) See footnote (c)

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,878,518

Pittsburgh—
► **WDTV (2) CBS, NBC, DuM; DuM Spot Sls.;** 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,465
WKJF-TV (53) See footnote (c)
► **WQED (*13)**
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► **WEEU-TV (33) ABC, NBC; Headley Reed;** 95,000
► **WHUM-TV (61) CBS; H-R; 219,870**

Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 195,000
► **WTVU (73) Everett-McKinney; 150,424**

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 210,000
► **WILK-TV (34) ABC, DuM; Avery-Knodel;** 250,000

Williamsport†—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,189,480

York—
► **WNOW-TV (49) DuM; Forjoe; 87,400**
► **WSBA-TV (43) ABC; Young; 88,000**

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,189,480
► WNET (16) ABC, CBS, DuM; Raymer; 80,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 175,000

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► **WCSC-TV (5) ABC, CBS; Free & Peters;** 144,121
► WUSN-TV (2) NBC; H-R; 138,500

Columbia—
► **WCOS-TV (25) ABC, DuM; Headley-Reed;** 70,200
► WIS-TV (10) NBC, DuM; Free & Peters; 138,992
► WNOK-TV (67) CBS; Raymer; 69,300

Florence—
► **WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000**

Greenville—
► **WFBC-TV (4) NBC; Weed; 443,850**
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
Black Hills Bcstg. Co. (3) 12/8/54-6/1/55

Sioux Falls—
► **KELO-TV (11) ABC, CBS, NBC, DuM; Raymer;** 110,262

TENNESSEE

Chattanooga—
► **WDEF-TV (12) ABC, CBS, NBC, DuM; Branham;** 115,361
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► **WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360**

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 98,560
WBIR-TV (10) Initial Decision 1/5/55
► **WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050**

Memphis—
► WHBQ-TV (13) CBS; Blair; 330,647
► WMCT (5) ABC, NBC, DuM; Branham; 330,647
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC; Hollingbery; 225,520
► **WSM-TV (4) NBC, DuM; Petry; 208,985**

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 219,217

TEXAS

Abilene†—
► **KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983**

Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 65,199
► KGNC-TV (4) NBC, DuM; Katz; 65,199
KLYN-TV (7) 12/11/53-Unknown

Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer;** 98,594

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
Beaumont Bcstg. Corp. (6) CBS; Free & Peters; 8/4/54-Feb. '55.

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 37,360
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► **KROD-TV (4) ABC, CBS, DuM; Branham;** 62,395
► KTSM-TV (9) NBC; Hollingbery; 60,385

Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters;** 440,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,673

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 387,000
► KTRK-TV (13) ABC, DuM; Blair; 387,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 40,000

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 67,878
► **KDUB-TV (13) CBS, DuM; Avery-Knodel;** 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 232,993
► WOAI-TV (4) ABC, NBC; Petry; 232,993

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 98,617

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 103,760

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 74,140

Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 43,673
KWTX-TV (10) 12/1/54-Unknown

Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 47,673

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 80,910
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Katz; 167,200
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 106,000

VIRGINIA

Danville†—
WBTM-TV (24) See footnote (c)

Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,000

Harrisonburg—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 97,354

Lynchburg—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery;** 173,000

Newport News—
► **WACH-TV (33) Walker**

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 346,007
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► **WVEC-TV (15) See Hampton**

Petersburg†—
WPRG (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 477,318

Roanoke—
► **WSLS-TV (10) ABC, NBC; Avery-Knodel;** 300,749

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 155,153

Pasco†—
► KEPR-TV (19)

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 398,400
► **KOMO-TV (4) NBC; Hollingbery; 398,400**
► **KCTS (*9)**
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 96,770
► KREM-TV (2) ABC; Petry; 95,649
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,533

Tacoma (Seattle)—
► **KTVW (13) Barry, N. Y.; Clark, Chicago;** 398,400
► KTNT-TV (11) CBS, DuM; Weed; 398,400

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789**

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown

Charleston—
► **WCHS-TV (8) ABC, CBS, DuM; Branham;** 402,584
► WKNA-TV (49) ABC, DuM; Weed; 51,130

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55

Fairmont†—
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200**

Huntington—
► WSAZ-TV (3) ABC, NBC; Katz; 478,777
WHTN-TV (13) 9/2/54-Spring '55

Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed

Parkersburg†—
► **WTAP (15) ABC, DuM; Forjoe; 30,000**

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 304,269
► **WSTV-TV (9) See Steubenville, Ohio**

WISCONSIN

Eau Claire—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery;** 75,000

Green Bay—
► **WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000**
WFRV-TV (5) ABC; 3/10/54-Unknown
► **WMBV-TV (11) See Marinette**

La Crosse†—
► **WKBT (8) ABC, CBS, NBC, DuM; Raymer;** 45,340
WTLB (38) 12/16/53-Unknown

Madison—
► **WHA-TV (*21)**
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 63,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► **WMBV-TV (11) ABC, NBC; Venard; 175,000**

Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 408,900**
► WOKY-TV (19) DuM; Bolling; 398,255
► **WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 735,023**
► **WTVW (12) ABC, DuM; Petry**

Neenah—
WNAM-TV (42) See footnote (e)

Superior† (Duluth, Minn.)—
► **WDSM-TV (6) CBS, DuM; Free & Peters; 70,000**
► **KDAL-TV (3). See Duluth, Minn.**

Wausau—
► **WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker;** 50,100

WYOMING

Cheyenne†—
► **KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000**

ALASKA

Anchorage†—
► **KFIA (2) ABC, CBS; Weed; 14,000**
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown
Northern Tv Inc. (11) 12/29/54-Unknown

HAWAII

Honolulu†—
► **KGMB-TV (9) CBS; Free & Peters; 60,000**
► **KONA (11) NBC; NBC Spot Sls; 60,000**
► KULA-TV (4) ABC, DuM; Young; 67,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

PUERTO RICO

San Juan†—
▶ WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
▶ WKAQ-TV (2) CBS; Inter-American; 65,000

CANADA

Calgary, Alt.—
▶ CHCT-TV (2) CBC; All-Canada, Weed; 9,654

Edmonton, Alt.—
▶ CFRN-TV (3) CBC; Radio Rep., Young; 10,000

Halifax, N. S.†—
▶ CBHT (3) CBC

Hamilton, Ont.—
▶ CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101

Kingston, Ont.†—
▶ CKWS-TV (11) All-Canada, Weed; 30,000

Kitchener, Ont.—
▶ CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000

London, Ont.—
▶ CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 91,078

Montreal, Que.—
▶ CBFT (2) CBC French; CBC; 221,216
▶ CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
▶ CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
▶ CFPA-TV (2) CBC; All-Canada, Weed; 4,806

Quebec City, Que.—
▶ CFCM-TV (4) CBC; Hardy-Weed; 6,000 estimate

Regina, Sask.†—
▶ CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000

Rimouski, Que†—
▶ CJBR-TV (3) CBC; Stover, Weed

St. John, N. B.†—
▶ CHSJ-TV (4) CBC; All-Canada, Weed; 16,842

Sault Ste. Marie, Ont.†—
▶ CJIC-TV (2) 5,000

Sudbury, Ont.†—
▶ CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 13,653

Sydney, N. S.†—
▶ CJCB-TV (4) 8,940

Toronto, Ont.—
▶ CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
▶ CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
▶ CKLW-TV (9) CBC, DuM; Young; 1,238,585

Winnipeg, Man.†—
▶ CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
▶ XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
▶ XETV (6) Weed; 296,402

UPCOMING

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 21: Utah Broadcasters Assn., Hotel Utah, Salt Lake City.

Jan. 21: Federal Communications Bar Assn., annual banquet, Mayflower Hotel, Washington.

Jan. 22-23: Third Annual Retail Advertising Conference, Sheraton Hotel, Chicago.

Jan. 23: NARTB Tv Code Review Board, Hollywood Beach, Fla.

Jan. 24: RAB Clinic, Chattanooga, Tenn.

Jan. 25: RAB Clinic, Nashville, Tenn.

Jan. 25: Radio & Television Executives Society Seminar, Toots Shor's Restaurant, New York.

Jan. 26-28: NARTB Radio, Tv Boards meet, Hollywood Beach, Fla.

Jan. 26: RAB Clinic, Columbia, S. C.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

Jan. 27: RAB Clinic, Charlotte, N. C.

Jan. 27-29: South Carolina Radio & Tv Broadcasters Assn., Clemson House, Clemson, S. C.

Jan. 28: RAB Clinic, Raleigh, N. C.

Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

FEBRUARY

Feb. 1: Deadline, Entries for Sigma Delta Chi Radio-Tv Reporting, Newswriting and Public Service Awards, Chicago.

Feb. 1: Deadline, CARTB Gillin Community Service Memorial Award, Ottawa, Canada.

Feb. 4-5: Ninth Annual Radio-Tv News Short Course, School of Journalism, U. of Minnesota, Minneapolis.

Feb. 7: RAB Clinic, Phoenix, Ariz.

Feb. 8: RAB Clinic, Los Angeles.

Feb. 9: RAB Clinic, Fresno, Calif.

Feb. 10: RAB Clinic, San Francisco.

Feb. 10: Deadline, American Women in Radio and Television Scholarship Award, New York.

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 11: RAB Clinic, Sacramento, Calif.

Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.

Feb. 13-19: National Advertising Week.

Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.

Feb. 21: RAB Clinic, Washington, D. C.

Feb. 23: Presentation, Voice of Democracy Awards, Shoreham Hotel, Washington, D. C.

Feb. 23: RAB Clinic, Richmond, Va.

Feb. 24: RAB Clinic, Roanoke, Va.

Feb. 25: RAB Clinic, Baltimore, Md.

MARCH

March 7: RAB Clinic, New Orleans, La.

March 7-12: National Tv Servicemen's Week.

March 8: Shreveport, La.

March 9: Dallas, Tex.

March 10: San Antonio, Tex.

March 11: Corpus Christi, Tex.

March 12: Tenth Annual Michigan State College Radio and Television Conference (one day; for educators), **East Lansing, Mich.**

March 12: First Annual Michigan State College High School Radio and Television Day, East Lansing, Mich.

March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, New York.

Advance Schedule
Of Network Color Shows

CBS-TV

Jan. 20 (8:30-9:30 p.m.): *Shower of Stars*, "Show Stoppers," Chrysler Corp. through McCann-Erickson.

Feb. 2 (10-11 p.m.): *Best of Broadway*, Westinghouse Electric Co. through McCann-Erickson.

Feb. 17 (8:30-9:30 p.m.): *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC-TV

Jan. 19 (7-7:30 p.m. and every Wednesday): *Norby*, Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 30 (7:30-9 p.m.): *Max Liebman Presents*, Sunbeam Corp. through Perrin-Paus Co., Hazel Bishop Inc. through Raymond Spector Co.

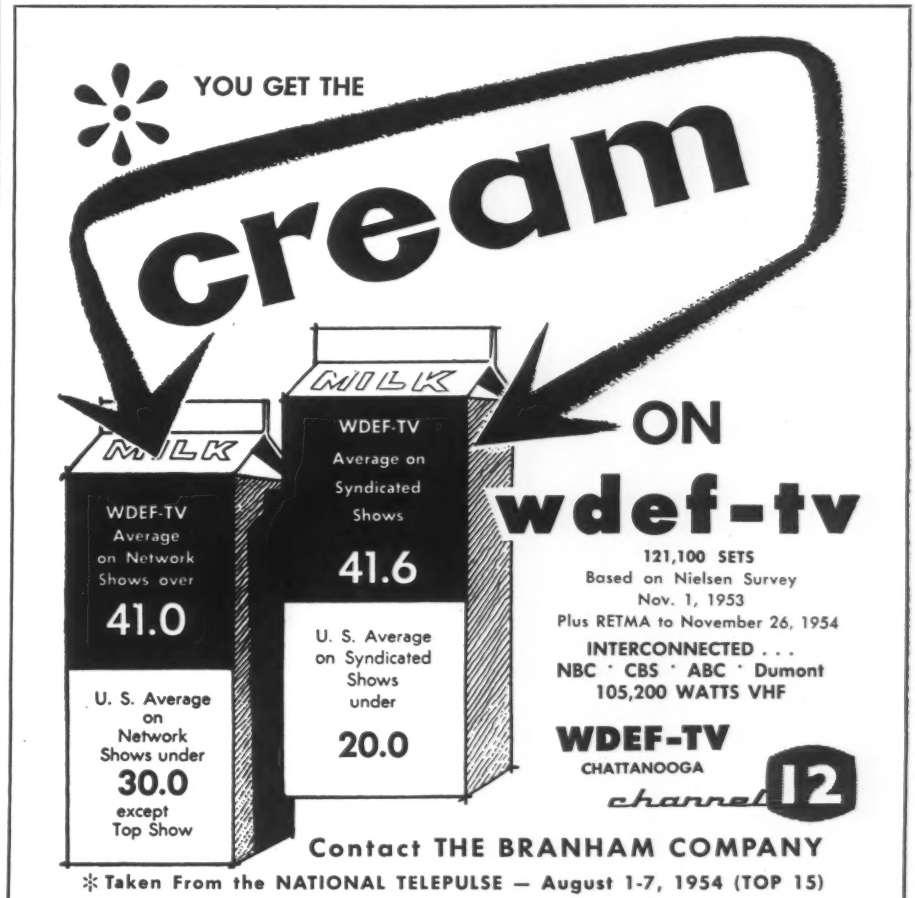
Feb. 7 (8-9:30 p.m.): *Producer's Showcase*, "The Women," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Feb. 12 (9-10:30 p.m.): *Max Liebman Presents*, Oldsmobile Div., General Motors Corp. through D. P. Brother & Co.

Feb. 23 (9-10 p.m.): *Kraft Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Feb. 27 (7:30-9 p.m.): *Max Liebman Presents*, Reynolds Metals Co. through Clinton E. Frank Inc.

[Note: This schedule will be corrected to press time of each issue of B•T.]


YOU GET THE
cream
ON
wdef-tv
MILK
MILK
WDEF-TV Average on Network Shows over 41.0
WDEF-TV Average on Syndicated Shows 41.6
U. S. Average on Network Shows under 30.0 except Top Show
U. S. Average on Syndicated Shows under 20.0
121,100 SETS
Based on Nielsen Survey Nov. 1, 1953
Plus RETMA to November 26, 1954
INTERCONNECTED . . .
NBC · CBS · ABC · Dumont
105,200 WATTS VHF
WDEF-TV
CHATTANOOGA
channel 12
Contact THE BRANHAM COMPANY
✻ Taken From the NATIONAL TELEPULSE — August 1-7, 1954 (TOP 15)

U-Turn

THE UHF broadcaster who has survived the rigors of a television economy built largely around vhf, which got there first, should be encouraged by events of the past few weeks. No magic formula has been evolved to assure the success of every uhf operation everywhere (there have been vhf failures, too). But expressions of confidence in the upper band, backed by dollars of prudent investors, provide the lift the harried uhf operators have been awaiting.

Storer Broadcasting Co. has bought its quota of uhf's—in Portland, Ore., and in Miami. CBS moves into the Milwaukee market through acquisition, and now NBC bids for its first uhf in the New Britain-Hartford market. ABC and Westinghouse, among others, are measuring maps and markets in the quest to hasten the renaissance of uhf.

Networks and group-owners, with their vast resources, are, of course, in the best position to foster uhf. But they would not venture the heavy investments if they did not feel that uhf, technically, is an acceptable service. The public is interested in programs, and it will buy sets and converters to get them. There the networks have an unquestioned advantage because they have no problem of affiliation when they own the outlets. And the bargaining position of the group owners obviously is better than that of the independently-owned station.

In the months ahead, the uhf-versus-vhf question will be debated vigorously in committee rooms on both sides of the Capitol. More than 100 uhf's have folded since the allocations thaw of 1952, along with two dozen vhf's.

There will be more mortality, not only in uhf, but in vhf, am and fm. More newspapers will fold or merge (nearly 850 dailies have disappeared in the last 25 years). More magazines will cease publication. The reasons will vary with the enterprises and their markets. In our free economy the investor takes a calculated risk.

The significant point is that hard-bitten enterprisers now attest their confidence in the future of uhf by putting their money into it. Vhf, for the foreseeable future, will be the dominant service. But the place of uhf, like the place of the regional and the local in am, will be stabilized. A few more success stories and the willingness of networks to take on uhf affiliates will hasten the emergence of that "truly nationwide system" of competitive tv.

NCAA's Football 'Industry'

IT SEEMS safe, though discouraging, to assume that television and the nation's viewers in 1955 will be saddled once again with a "limited" college football program by the National Collegiate Athletic Assn., which makes a business of its amateur standing.

One glint of hope shone through the NCAA convention's session on the subject a fortnight ago, however [B•T, Jan. 10]. This was the quietly rebellious stand taken by the Western Conference (Big Ten) and, equally quiet but less rebellious, the position of the Pacific Coast Conference in pressing for regional telecasts. The Big Ten served notice it may be impelled to withdraw from the NCAA if the controls which the national organization heretofore has thrown around college telecasting are not loosened to permit a national-regional type of tv operation.

During the convention a "straw vote" was taken to "guide" the NCAA tv committee in drawing up the plan for '55. Despite the protests of Notre Dame's Father Edmund Joyce, the results of the balloting were not made known even to the delegates themselves. Thus the committee will remain free to draw up whatever plan it wishes—without, if it so chooses, even looking at the results of the poll. As a sop to Father Joyce, another poll was taken but the results, which in this case were made public, are largely meaningless because no attempt was made to limit the voting to one delegate from each institution. Even so, it may be significant in the long haul that the plan that got the most votes, although similar to those of recent years, would be less rigid in application.

Far be it from us to incite to riot. But we think the Big Ten and the Pacific Coast Conference are on the right track. The schism within NCAA seems to be widening. Anything anybody can do to help break down the monopolism of past NCAA tv programs will be a contribution to the public interest. It is strange, indeed, that the learned educators, for all their intellect, have yet to learn the lesson that the brawny pros have already mastered.

Drawn for BROADCASTING • TELECASTING by Sid Fix

"I can't understand how anyone built like that could belong to an outfit called SAG!"

Changing the Political Calendar

THE CONQUESTS of "electronic journalism" now include not only political campaigning but also the calendar. Presidential nominating conventions, heretofore traditional in June or July, move to late August and September in 1956—and with all concerned seemingly happy about it.

The Democrats broke precedent by selecting the week of Aug. 27. The GOP indicates its convention will follow sometime after Labor Day. Gone is the hiatus between nominating the candidates and the start of campaigning. Networks will be able to plan for the shorter campaigns, without giving away gobs of time. There will be less disruptive effects on regular schedules, inconveniencing audiences and advertisers. And the public will be spared the ordeal of that inevitable overdose of flannel-mouthed orators speaking "in behalf of" the presidential and vice presidential candidates.

The change at the national level, moreover, is likely to filter to state and local levels. Primary elections may be changed to conform to the shorter schedules. Individual stations should benefit through the elimination of much of the sustaining pre-primary electioneering. The commercial time bought locally will be concentrated into a shorter span. Under the new regulations, it cannot be sold at premium rates, anyway.

Such is the metamorphosis wrought by radio and tv. The politicians learned long ago that elections are decided by what is heard and seen over the air. Hence the avidity with which they cooperate in evolving the "new look" conventioneering.

The 1956 conventions probably will be telecast in color. One day, we imagine, those conventions will be held by remote control, much in the fashion of the news-roundups or the "See It Now." Each state and territorial delegation would hold forth "at home," participating through instantaneous radio and tv switching. They would have all of the ingredients and interplay of conventional conventions, except perhaps the sweat and smoke-filled rooms.

Heinz Sight

CHALK this one up to our Long Memory Dept. We reported a fortnight ago that H. J. Heinz Co., Pittsburgh, is buying a 66-station NBC-TV network Sundays for the syndicated *Captain Gallant* show, property of Television Programs of America. The tab is about $2 million. Last fall, Heinz bought *Studio 57* (for those famed varieties) on DuMont.

Back in 1952, the newspapers and their trade journals proclaimed loudly that Heinz was using newspapers to the exclusion of radio. We commented then that Mr. Heinz constituted his own 58th variety, since we knew of no other major food manufacturer who operated blind-folded.

We're delighted that Mr. Heinz, through his broadcast-indoctrinated agency, Maxon Inc., has seen the light. It spoils the newspaper pitch of exclusivity, but it certainly will help those bean and soup sales.

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No question about it . . . the Quiz Club can increase your sales because this exciting and popular television show is in a perfect time slot featuring two great personalities . . . Brent Gunts and Jay Grayson. Both have long and excellent records in TV experience. They greet studio guests with samples of advertised products. Actually the Quiz Club offers a night-time audience at day-time rates.

Brent Gunts

Jay Grayson

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